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Dr. Sisira Ranatunga

Director General, the Sri Lanka Association of Manufacturers and Exporters of Rubber Products (SLAMERP)

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HYBRID EVENT

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A TechnoBiz Conference on Rubber Bonding

Presentation Topics & Discussion: Rubber to Metal Bonding Process: New Developments, Troubleshooting and Sustainable Options (Subir Kumar Chaudhuri, Technology Manager, Lord India Private Limited (A Subsidiary of Parker Hannifin Corporation) | **Chemlok Adhesives - Advanced Application Techniques** (*Ravi Mahadeokar, Managing Director, Summit Engineers & Consultants Pvt. Ltd.)* | **Next-Generation Rubber-to-Textile Bonding: Advancements in Adhesion Science (***M. Pandian, Head - Technology & Business Development, GB Automotive Rubber Products, India)* | **Surface Treatment Solutions for Rubber to Metal Bonding : Driving Sustainability (***Ashok Konduskar, Technical Manager, AMC Surface Treatment/Cleaners & Lubricants, Henkel Adhesives Technologies India)* | **Automotive OEM Perspective related to Rubber Bonding** *(Annarajan SD, Senior Manager (Material Science), Tata Motors Passenger Vehicles Ltd.)* | ***Design Considerations for Rubber to Metal Bonded Components (****Kunjukuttan C S, Auto Rubber Consulting)* | **Impact of Temperature Change in Rubber Bond Quality & Durability (***Ravi Mahadeokar, Managing Director, Summit Engineers & Consultants Pvt. Ltd.)* | **TechnoBiz Clinic : All about Rubber Bonding |** *Open Discussion & Consultation*

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Contact Information
Peram Prasada Rao, TechnoBiz
Email : peram.technobiz@gmail.com
WhatsApp: +91-6300 544 718 | +66-89 489 0525
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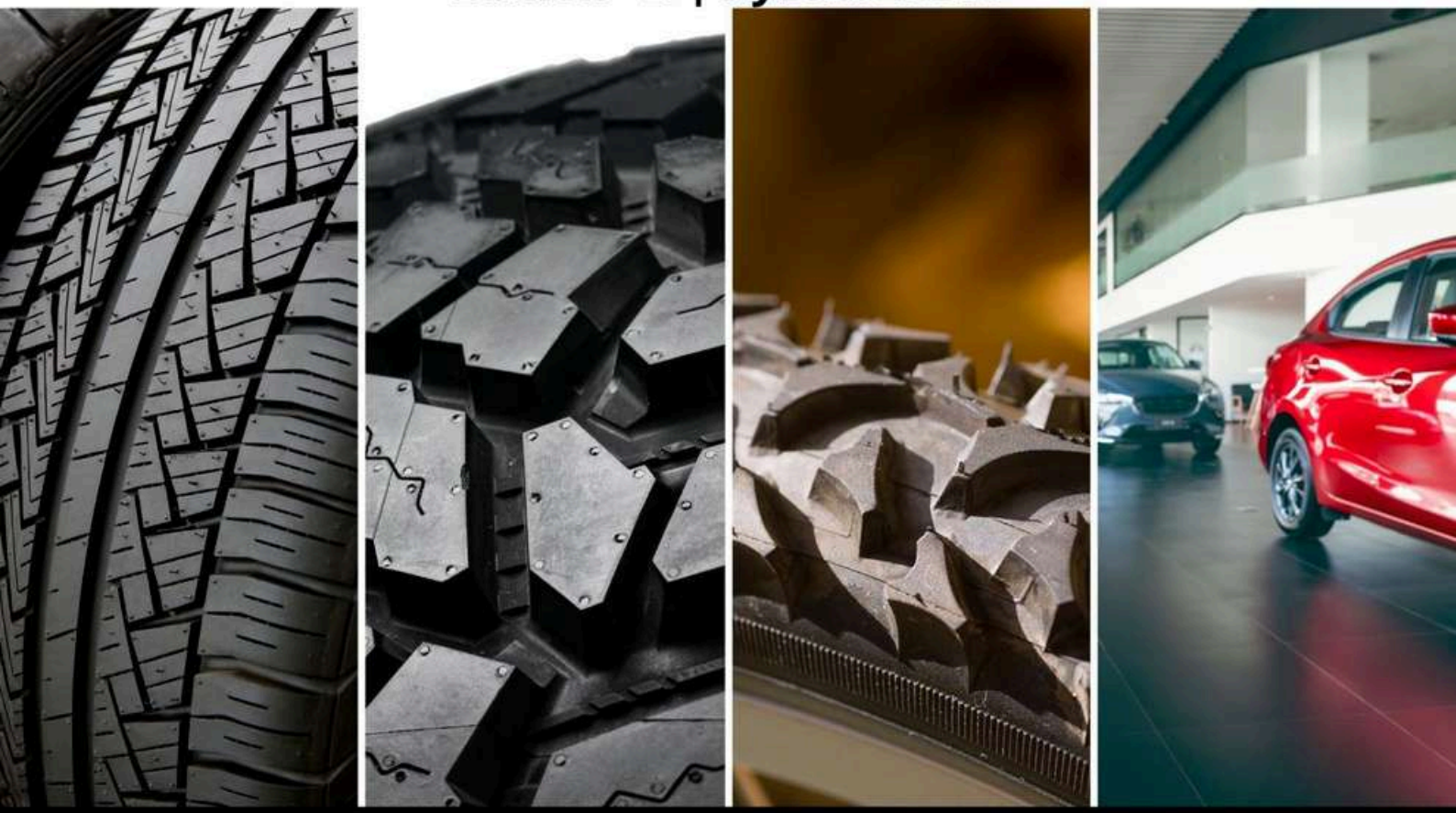

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Project Team
Ms. *Sirinthip Boonlom*
sirinthip.technobiz@gmail.com
WeChat: +66-81-988 6874

孙金然 中联橡胶股份有限公司
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A TechnoBiz Executive Forum on Tyre Science, Technology & Industry

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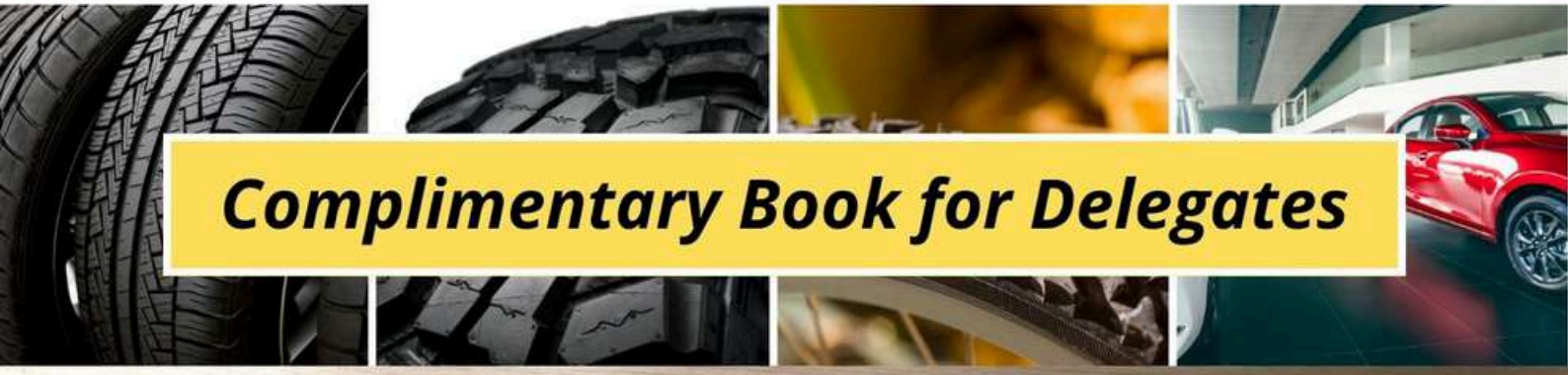

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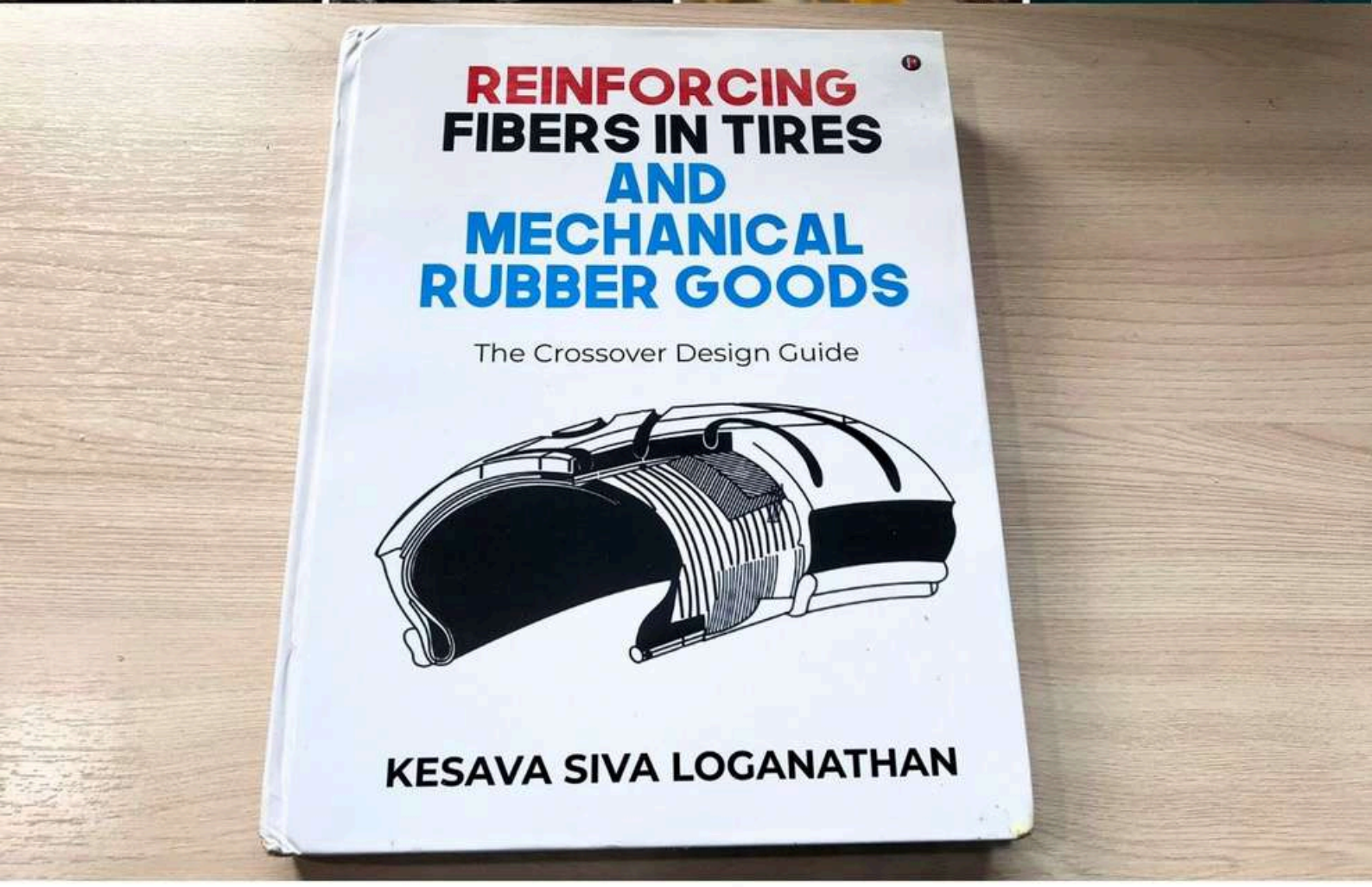

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Our company was established in 1987. We produce Concentrated Latex and Skim Rubber Block. Since then, our company has been growing significantly both in quantity and quality of our products. In 1987, we started the operation with only 4 centrifuge machines and with storage capacity of only 400 Metric Tons. At present time, we are producing concentrated latex with 33 centrifuge machines with storage capacity of up to 4,000 Metric Tons. Our biggest assets of the company are customer confidence on our product and skilled human resources. With these assets, we have received ISO 9001 : 2000 certification since 2004.

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Our Latex is available in various standardized specifications according to your company's requirement. Our latex is used by wide range of customers such as manufacturers of gloves, condoms, latex threads, rubber foam, adhesives, etc. Since 2021, **Production capacity** was expanded to **3,500 metric tons of concentrated latex per month** with 33 centrifuge machines.

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We produce high quality rubber skim blocks. Our product is light color in natural yellow-brown and fully dried with no odor. Various rubber parts, car tires, and shoes manufacturers are our major customers for Skim Blocks.

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Our plant is operated under environmental-cautious mindset at all time. Sustainability has always been one of our top concern ever since the beginning. Our Solar system has been successfully implemented earlier in 2021 for the first phase.

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COVER STORY

Conversation with **Dr. Sisira Ranatunga**

Director General, the Sri Lanka Association of Manufacturers and Exporters of Rubber Products (SLAMERP)

***Dr. Sisira Ranatunga** is a distinguished leader and rubber technologist whose career spans more than three decades across industry, academia, and policy. Trained as a manufacturing and industrial engineer, he has held senior leadership positions at major global companies including Global Rubber Industries (GRI) and Elastomeric/Hexpol AB, where he pioneered sustainable tire technologies, lean manufacturing practices, and digital engineering solutions.*

Beyond his corporate journey, Dr. Ranatunga has been an influential educator and curriculum developer, mentoring generations of engineers and strengthening the link between academia and industry. Today, as Director General of the Sri Lanka Association of Manufacturers and Exporters of Rubber Products (SLAMERP) and Chairman of the Sri Lanka State Plantations Corporation, he plays a central role in shaping the future of Sri Lanka's rubber and plantation sectors.

In this exclusive cover story, Dr. Sisira Ranatunga shares insights into his professional journey, contributions to manufacturing and exports, his vision for plantations and education, and his thoughts on Sri Lanka's role in the global rubber economy.

Personal Journey & Leadership

Could you share the key milestones in your professional journey that shaped your career in the rubber and polymer industry?

- ***Foundation in Manufacturing Engineering – Loadstar (Michelin Lanka) [1995]*** : After graduating in Manufacturing Engineering from the University of Peradeniya, I began my professional career at Loadstar (today Michelin Lanka) as a Training Engineer. My first major assignment was redesigning the plant layout for solid tire rim assembly, which increased productivity by 40%. Later, as Project Engineer, I led the installation of a 270L rubber mixing line with a dumped extruder, rubber sheeting, and carbon black auto-weighing system—marking the first continuous mixing line in the Sri Lankan rubber industry. I was subsequently promoted to Head of Compound Mixing, where I introduced predictive and preventive maintenance systems, laying the foundation for process reliability and efficiency.

- ***Resin Soles Manufacturing – Arpitanian Compact Soles (JV with Davos Italy)*** : My next career milestone came with Arpitanian Compact Soles, the first Asian resin soles manufacturing venture in collaboration with Davos Italy. Here, I implemented 5S and Kaizen systems, which earned national recognition for productivity and workplace excellence. During this period, I also developed innovative NR/SBR resin soles while pursuing my MSc in Polymer Technology, blending academic insight with industrial application. I was later promoted as Factory Manager, becoming the youngest factory manager in the Richard Pieris Group.

- ***Global Expansion – Elastomeric Engineering (15-Year Journey)*** : A significant chapter of my career unfolded at Elastomeric Engineering, where I spent 15 years driving global expansion and operational excellence. I spearheaded lean management implementation across manufacturing facilities in Sri Lanka, China, Sweden, and the USA, ensuring process consistency and efficiency worldwide. I also established a Global Product Design Centre in Sri Lanka, focusing on advanced rubber product design and development. Alongside this, I earned my PhD in Polymer Composites and Finite Element Analysis (FEA), applying simulation and digital tools to improve product performance and accelerate innovation.

- ***Leadership Role – Global Rubber Industries (GRI)*** : At Global Rubber Industries (GRI), I served as Director of Manufacturing, overseeing large-scale tire and compound operations. My focus was on technology-driven improvements, automation, and workforce capability development, which collectively strengthened GRI's global competitiveness. This phase marked my transition into senior leadership, balancing strategic decision-making with technical depth and organizational development.

- ***Strategic Leadership – Polymer Products Impex (PPI)*** : In my most recent corporate role as CEO of Polymer Products Impex (PPI), I led strategic growth through a five-year roadmap aimed at market expansion, product diversification, and export development. I successfully expanded the company's customer base, launched new product lines, and fostered international partnerships for sustainable scaling. During my tenure, I also established an Advanced Compound and Rubber Products Testing Laboratory, equipped with modern facilities for material characterization, product testing, and quality assurance—supporting R&D, innovation, and standard compliance across the polymer sector.

What inspired you to combine industry leadership with a strong commitment to education and mentoring?

My inspiration came from observing the clear gap between industry and academia. While the industry needs practical, innovative solutions, academia often remains disconnected from real-world challenges. I also noticed the lack of a strong research culture and limited investment in R&D, which are essential for global competitiveness. This motivated me to actively engage in education and mentoring, helping to bridge these gaps. I strongly believe in the triple-helix innovation model, where industry, academia, and research institutes work hand in hand. Only through this collaboration can we drive meaningful innovation, develop talent, and ensure sustainable growth.

At the same time, I am passionate about sharing knowledge with others and guiding the younger generation. Involving undergraduates in solving scientific and industrial problems has been especially rewarding, as it builds both their confidence and practical skills. I am also keen on exploring new technology applications and transferring that knowledge to students, researchers, and industry professionals. For me, combining industry leadership with education and mentoring is not just a responsibility—it is a way to create sustainable innovation and prepare the next generation for future challenges.

How has your leadership philosophy evolved through your experiences in Sri Lanka and abroad?

My leadership philosophy has been shaped by my experiences both in Sri Lanka and abroad, where I have witnessed the transformative power of engineering, science, technology, and education in driving progress. Over the years, I have come to see leadership not merely as guiding teams, but as being a catalyst for advancement—creating synergy between people, ideas, and institutions to achieve meaningful outcomes.

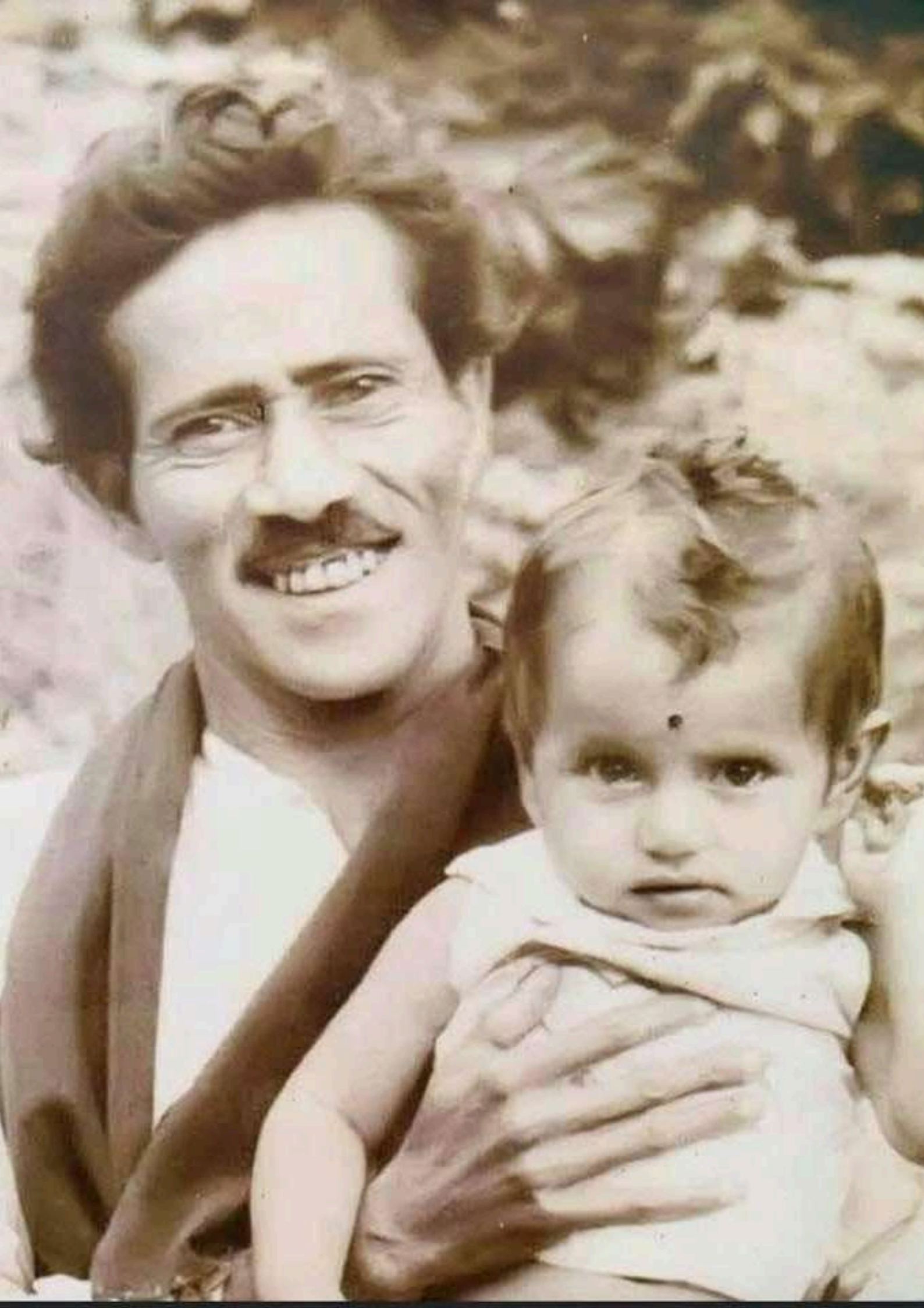
Through continuous learning, research, and innovation, I strive to apply my engineering expertise, digital transformation tools, and proven R&D capabilities to elevate education and industry to the next level. My philosophy is deeply rooted in commitment and service: to contribute to the growth of Sri Lanka's industry and education sector to the best of my ability, as a way of giving back to the country of my birth and honoring the immense gift of free education that shaped my own journey.

Global Rubber Industries (GRI)

At GRI, you launched initiatives such as the Research Valley and Pragathi Academy. How did these programs strengthen technical capacity and knowledge transfer?

At Global Rubber Industries (GRI), I spearheaded two major initiatives — the ***Research Valley*** and the ***Pragathi Academy*** — both designed to strengthen the company's technical foundation and promote knowledge sharing across all levels.

The Research Valley was established to foster a culture of research and innovation that extended beyond day-to-day operations. It focused on developing sustainable materials, creating advanced compound designs for various tire applications, and using digital tools such as modeling and simulation to accelerate product development. By collaborating with universities and research institutions, we introduced fresh perspectives and achieved tangible results, including reduced raw material costs, improved tire performance, and shorter curing cycles.



Complementing this, the Pragathi Academy became an internal platform for continuous learning and leadership development, particularly for shop-floor employees. It provided structured training on lean management, 5S practices, safety, quality circles, and leadership skills. These programs empowered employees to take initiative and contribute directly to operational excellence. As a result, specialty tire production increased by nearly 50%, production costs were reduced, and a productivity-based incentive scheme enhanced both motivation and morale.

Together, these initiatives transformed GRI into a more innovative, efficient, and knowledge-driven organization, enabling sustainable growth and stronger competitiveness in global markets.

You led the development of next-generation IF/VF agricultural and earth tires with sustainable materials. What were the biggest technological challenges and achievements?

At Global Rubber Industries (GRI), I led the development of next-generation IF (Increased Flexion) and VF (Very High Flexion) agricultural tires, as well as earthmover tires, that incorporated sustainable materials and advanced design principles. These products were engineered to minimize soil compaction by reducing ground pressure, a crucial factor in modern precision agriculture.

The core technological goals centered on achieving higher load-carrying capacity at lower inflation pressures, thereby protecting soil health and improving crop yield. We also aimed to enhance sidewall flexibility and durability without compromising structural integrity under heavy loads. Another key focus was integrating bio-based and recycled raw materials to reduce the carbon footprint and align with the company's sustainability vision.

However, these ambitions came with significant challenges. Mixing green (non-black) sustainable compounds in existing black compound mixers required rigorous contamination control and consistency management. The integration of various eco-friendly materials in multi-layer tire construction created bonding and layer separation issues, while the different flow and tackiness characteristics of sustainable compounds complicated green tire building. Moreover, ensuring that these new tires matched or exceeded conventional products in endurance, heat build-up, and rolling resistance demanded intensive R&D and testing.

Through persistent research, process optimization, and strong collaboration among design, compounding, and production teams, we successfully overcame these challenges. Using computer-aided design, finite element modeling, and simulation tools, we fine-tuned every aspect of the tire structure before full-scale production.

The outcome was a new generation of sustainable IF/VF and earth tires that delivered superior soil protection, improved fuel efficiency, and extended service life, while advancing GRI's sustainability agenda. As recognition of this achievement, GRI received an international award for green tire innovation, marking a proud milestone for the company and reaffirming its position as a technology leader in the specialty tire segment.

GRI became known for sustainability leadership. What strategies made this possible?
Achieved sustainability leadership through the GREENX CIRCLE, a global farmer ecosystem that connects Sri Lankan natural rubber farmers with crop farmers worldwide. By sourcing pure rubber directly from local farmers, promoting sustainable farming practices, and raising awareness on climate challenges, we enhanced farmer livelihoods while producing high-grade, eco-friendly agricultural tires, positioning GRI as a global pioneer in sustainable tire manufacturing.

You introduced simulation models for tire design and curing optimization. How did these improve efficiency and product performance?
I applied my higher studies in Finite Element Analysis and Simulation (FEAS), in collaboration with the Sri Lanka Institute of Information Technology (SLIIT) under Prof. Malika Perera, to develop the first virtual agricultural tire model at Global Rubber Industries (GRI). This innovation allowed us to simulate and validate different tire components, structures, and sustainable compounds entirely within a digital environment, significantly reducing development time, cost, and failures while ensuring optimal performance under various loads and speeds.

Additionally, in collaboration with the University of Moratuwa, led by *Dr. Aravinda Abeygunawardena*, we developed a simulation-based curing optimization model for solid tires. Traditionally, curing times were determined through lengthy trial-and-error processes that could take months to optimize for more than 100 tire sizes. The new model enabled accurate curing time predictions in less than a week, increasing productivity, reducing energy consumption, eliminating under- or over-curing, and ensuring consistent high performance across all tire types.

Scrap reduction and cost savings were major achievements under your leadership. What methods helped create a culture of continuous improvement at GRI?
We achieved significant scrap reduction and cost savings by fostering a culture of continuous improvement through the Pragathi Academy. Shop-floor employees were trained in *5S, Quality Circles, Kaizen* (continuous improvement), Lean tools, and leadership development, which helped minimize scrap in compound mixing, extrusion, calendering, tire building, and curing.

This culture was reinforced through daily shop-floor meetings with team and quality leaders, KPI reviews, and pre/post evaluations based on the PDCA cycle (Plan–Do–Check–Act), supported by visible management and on-the-job training.

A key success factor was our strong focus on root cause analysis, where I practically applied the Buddhist philosophy of “Hethu Pala Wadaya” (cause-and-effect reasoning) alongside scientific problem-solving techniques. This mindset enabled teams to understand issues deeply, eliminate their true causes, and drive sustainable scrap reduction and major cost savings across operations.

“We brought tyre development from the factory floor to the digital world—reducing time, cost, and waste through simulation-driven innovation.”


Hewing

Elastomeric / Hexpol AB

When you joined Elastomeric, the company was facing challenges. How did you transform it into a profitable, sustainable business?

When I took over Elastomeric Engineering in 2008, the company was facing severe operational and business challenges — including high employee turnover, low order volumes, high rejection rates, frequent machine breakdowns, lack of R&D, marketing difficulties, and very low productivity. The wheel section was operating at a loss, and the solid tire plant had stopped production due to marketing issues.

I approached this transformation as one would solve an engineering equation — by focusing first on the fundamentals. I conducted a thorough SWOT analysis to identify process and management gaps, then began training teams on 5S and Kaizen practices in the solid tire plant, using early resistance as a catalyst for change. This marked the beginning of our lean transformation journey.

Key actions included:

- Training 45 shop-floor leaders to build a strong frontline leadership culture
- Introducing economical raw materials and product optimization techniques
- Establishing an in-house R&D center to drive continuous innovation
- Restructuring the organization and taking decisive actions on non-performing managers
- Gradually rebuilding marketing capability and customer trust

Through this structured and disciplined approach, we revived productivity, improved quality, reduced costs, and restored customer confidence, ultimately transforming Elastomeric into a profitable, sustainable, and innovation-driven enterprise.

You successfully implemented lean practices across Hexpol's global plants in diverse environments such as the USA, Sweden, and China, and under your leadership, Elastomeric received several prestigious awards. What key strategies, practices, or systems contributed to this global success and recognition?

Implementing lean practices across Hexpol's global plants in Sri Lanka, Sweden, China, and the USA was a transformational journey that united people, processes, and leadership under a common vision. The success stemmed from a holistic, culturally adapted approach built on the Elastomeric Production System (EPS) — a framework inspired by the Toyota Production System (TPS).

At its foundation, EPS emphasized six core organizational values: Respect for Others, Customer Focus, Kaizen, Eliminate Waste, Sense of Urgency, and Teamwork. The "house" of EPS stood on three pillars — Quality, People, and Customer — with the "roof" symbolizing targets for sustainability, competitiveness, and profitability.

The lean transformation began in the Sri Lankan plants, where teams were trained in 5S, Kaizen, and lean tools, manufacturing processes were optimized, economical materials introduced, and in-house R&D strengthened. The success of these initiatives led Swedish top management to expand the concept globally. I then led the rollout of the Hexpol Engineered Production System (HEPS), implemented in Sinhala, Chinese, Swedish, and English to ensure both global consistency and local relevance.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Several key factors drove success:

- ***Leadership engagement***: Leaders led by example, set ambitious targets, encouraged teamwork, and maintained a strong focus on continuous improvement.
- ***Empowered mindset***: Employees were encouraged to adopt the belief that "I take responsibility, and I can influence outcomes."
- **Lean tool deployment**: Value Stream Mapping (VSM), Total Productive Maintenance (TPM), and SMED were systematically implemented to drive efficiency and waste reduction.
- ***Cultural adaptation***: Lean practices were customized to suit local work cultures and polymer-based processes while preserving the global lean philosophy.
- ***Measurement and accountability***: Regular KPI reviews, daily team meetings, and structured problem-solving ensured sustainability of results.

This integrated approach led to major improvements in productivity, quality, cost, delivery, safety, and morale, setting new benchmarks for lean excellence within the Hexpol Group. Corporate recognition and awards soon followed, acknowledging the collective achievements of the teams I led.

Under my leadership, Elastomeric implemented ISO 14000 (Environmental Management), OHSAS 18000 (Occupational Health & Safety), and ISO 50001 (Energy Management) systems. The company received multiple honors, including the National Productivity Award, the "Taiki Akimoto" 5S Award (2011), and the "Kaizen" Gold Award. Elastomeric was also recognized as the Best Improvement Plant among all 49 Hexpol facilities worldwide, and its quality circles won Gold Awards at the National Convention on Productivity and Quality in 2017, 2018, 2019, and later in 2021 (for GRI).

The HEPS framework not only reduced production costs and enhanced global competitiveness but also reinforced Hexpol's dedication to ethical business, environmental stewardship, and stakeholder satisfaction, ensuring sustainable growth and long-term success across its global network.

Could you highlight the product innovations and reverse engineering strategies that helped regain the solid tire business?

To regain and strengthen the solid tire business, we implemented a combination of product innovation and reverse engineering strategies.

Key initiatives included:

- *Reverse engineering solid tire compounds* to understand competitor performance and optimize our own formulations.
- *Introducing waste and friction-enhancing materials* to improve durability, grip, and cost efficiency.
- *Developing two-layer tire constructions* to enhance load-bearing capacity and overall performance.
- *Optimizing curing times through pre-heating chambers*, significantly reducing production cycle times.
- *Designing and manufacturing dynamic tire testing machines* locally to conduct reverse-engineering and performance comparisons with competitor tires.
- *Modifying molds* to achieve a 30% weight reduction without investing in new tooling.

Overall process improvements led to shorter curing times, reduced material usage, enhanced product performance, and regained market competitiveness. These strategies enabled the company to reclaim market share, improve operational efficiency, and deliver high-performance, cost-effective solid tires.

The establishment of Hexpol's Advanced Technical and Design Centre in Sri Lanka was a milestone. What was its impact locally and globally?

The establishment of Hexpol's Advanced Technical and Design Centre in Sri Lanka was a major strategic milestone that significantly impacted both local operations and the global Hexpol network. When I joined, the design function still relied on manual drafting boards, which limited efficiency and innovation. I led the transition to digital design by:

- Sending technical staff for CAD training and procuring computers and CAD software.
- Leading R&D efforts and integrating Strand 7 software from my PhD research for advanced engineering simulations.
- Recruiting qualified BSc engineers to build a skilled and dedicated design team.

Initially, the centre provided services locally, but it quickly expanded to support all Hexpol wheel plants worldwide. Its impact included:

- Cultivating an engineering and design culture in compound design, mold and tool design, and product development.
- Optimizing existing products and creating new ones for faster market penetration.
- Reducing new product development (NPD) cycles and identifying potential failures early.
- Strengthening customer trust by minimizing complaints and claims.
- Serving as a platform for knowledge sharing and marketing, showcasing Hexpol's technological capabilities.

Overall, the centre became a hub of innovation, efficiency, and global collaboration, driving product excellence, faster delivery, and a sustainable competitive advantage for Hexpol.

Manufacturing Practices in Sri Lanka

What do you see as main strengths of Sri Lanka's rubber manufacturing sector today?

Sri Lanka's rubber manufacturing sector possesses several key strengths that make it globally competitive:

- Over 150 years of rubber plantation experience, producing some of the highest-quality natural rubber in the world.
- The Sri Lanka Rubber Research Institute, the world's first dedicated rubber research institute, supporting continuous innovation and R&D.
- More than 75 years of rubber-based product manufacturing, ranging from bicycle tires to advanced medical products.
- Highly skilled human capital, supported by specialized rubber technology universities and institutes.
- World-leading solid tire manufacturers and producers of high-quality latex products such as gloves and mattresses.
- A strategic geographic location with excellent logistics, positioned close to major markets like India, China, and other Asian countries.
- A strong global reputation for high-quality products and trusted relationships with international customers.

These strengths form a solid foundation for innovation, quality production, and sustainable growth in Sri Lanka's rubber industry.


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What are the biggest challenges local manufacturers face compared to global competitors?

Local manufacturers face several key challenges compared to their global competitors:

- High production costs due to small-scale operations and poor economies of scale.
- Heavy dependence on imported raw materials, including the 100% import of crude oil–based synthetic rubber.
- Declining natural rubber production and productivity, reducing the availability of local raw materials.
- Slow adoption of modern technology and continued reliance on manual operations with low productivity.
- Limited marketing networks and restricted access to global markets.
- High energy costs, which further increase overall production expenses.

Together, these factors reduce competitiveness, making it difficult for local manufacturers to match the cost, scale, and speed of their global counterparts.

How can SMEs adopt lean manufacturing, automation, and digital tools without large investments?

For SMEs to adopt Lean manufacturing, automation, and digital tools without large investments, the key lies in mindset and strategic approach rather than heavy capital spending.

- Leadership commitment is crucial — lean transformation must begin with top management, demonstrating belief and confidence in change.
- Train and empower staff at all levels, especially shop-floor operators, to build self-confidence and ownership in continuous improvement.
- Start with Kaizen activities — small, daily improvements that are low-cost and driven by the people closest to the process.
- Focus on morale and motivation, creating a culture where everyone feels part of the solution.
- Provide basic digital tools (such as spreadsheets, low-cost sensors, or simple production-tracking apps) to reduce dependence on manual work.
- Encourage an attitude shift among conventional thinkers, emphasizing that digital tools and lean systems are strategic enablers, not expensive luxuries.

This approach enables SMEs to gradually transition from manual operations to digital and automated systems, minimizing investment risk while building a sustainable culture of continuous improvement.

How prepared is Sri Lanka's rubber sector to meet international sustainability and circular economy requirements?

Sri Lanka's rubber sector is increasingly well-prepared to meet international sustainability and circular economy requirements. However, the SME sector still faces challenges in meeting these stringent standards due to limited resources and technical capacity. The Government of Sri Lanka is supporting and encouraging SMEs through policy guidance, training, and facilitation programs to accelerate their transition toward sustainable and circular economy practices.

This combined effort is helping position Sri Lanka's rubber industry as a responsible, future-ready global supplier.


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What role should R&D collaboration with universities and research institutes play in advancing local manufacturing?

R&D collaboration with universities and research institutes is critical to revitalizing Sri Lanka's rubber manufacturing sector. After years of stagnation around USD 1 billion in exports, and with the industry only beginning to recover from the COVID-19 and economic crises, we must aim for 2× growth within the next five years.

To achieve this, strong industry–academia partnerships are essential to drive value addition in high-potential segments such as biomedical and automotive rubber products, accelerate innovation, and build advanced technical capabilities. Such collaboration will shorten development cycles, enhance product quality, and increase global competitiveness, enabling the sector to reach its ambitious growth targets.

FEAS Centre – Simulation & Digital Innovation

You helped establish the Finite Element Analysing and Simulation (FEAS) Centre. What inspired this initiative?

My inspiration to establish the Finite Element Analysis & Simulation Centre (FEAS Centre) came from two key experiences. First, my doctoral research focused on applying FEAS in industry, which revealed the immense potential of advanced simulation for product design and process optimization. Secondly, during my tenure with the Hexpol Group, I witnessed how establishing an advanced design centre in Sri Lanka transformed product development, quality, and global competitiveness.

At that time, most Sri Lankan engineers and companies had not adopted advanced design technologies due to limited awareness, high software costs, and a lack of expertise. This gap motivated me to share my knowledge and experience by creating a national-level design centre aimed at uplifting the entire industry.

This initiative also aligned perfectly with the Sri Lanka Rubber Industry Master Plan 2017–2026, launched by the Sri Lanka Rubber Secretariat under the Ministry of Plantation Industries, which targets increased export earnings and a stronger global market share through greater value addition and advanced technical capabilities.

How has the FEAS Centre supported industry in adopting modelling and simulation tools?

The Finite Element Analysis & Simulation Centre (FEAS Centre) has been instrumental in helping Sri Lanka's rubber industry adopt modelling and simulation tools to enhance value addition and technical capabilities.

Its core objectives are to:

- Provide FEA services to industry, enabling product performance prediction and design optimization.
- Build know-how in using FEA for product development, reducing development time and cost.
- Share expertise through training programs, fostering a simulation-based design culture.

Moreover, the Centre has trained over 200 young engineers, supported undergraduate projects at the University of Peradeniya, and conducted short courses on finite element theory and applications — creating a strong national talent pool in advanced simulation and modelling.


TECHNOBIZ

Can you share examples where simulation replaced trial-and-error prototyping, saving time and cost?

The Centre has supported major tire development and analysis projects for both solid and pneumatic tires, including product design for a USD 100 million factory, which now possesses in-house tire design capabilities thanks to FEAS training. It has also developed structural strength analysis tools and provided strength analysis and structural optimization services to sectors beyond rubber, contributing to broader engineering advancements.

How important is digital simulation in preparing Sri Lanka's rubber sector for the challenges of the 5th Industrial Revolution?

Digital simulation is critically important for preparing Sri Lanka's rubber sector to face the challenges of the Fifth Industrial Revolution (Industry 5.0). It enables manufacturers to virtually design, analyze, and optimize rubber products before physical production, drastically reducing development time, cost, and material waste. Simulation also allows early failure prediction, performance validation under different loads and conditions, and curing optimization—all of which are essential for creating high-value, sustainable, and customized products demanded in Industry 5.0. By embedding digital simulation into product development, the sector can accelerate innovation, improve quality, and enhance global competitiveness—while developing a skilled workforce capable of using advanced design tools, ensuring long-term resilience and growth.

Rubber Association & Exports

As Director General of the Sri Lanka Association of Manufacturers and Exporters of Rubber Products (SLAMERP) , what are your current priorities?

As Director General of the Sri Lanka Association of Manufacturers and Exporters of Rubber Products (SLAMERP), my current priorities are focused on driving the sector's transformation and aligning it with national economic goals.

Key priorities include:

- Reviewing and updating the Sri Lanka Rubber Industry Master Plan to align with the new government's strategic direction of building a manufacturing-based export economy, targeting USD 2 billion in export revenue by 2030 from the rubber and plastics industries.
- Supporting the SME sector to build capacity and comply with new sustainability regulations, such as the EU Deforestation Regulation (EUDR).
- Celebrating 40 years of SLAMERP with a major international industry event on 21 November 2025, showcasing the industry's achievements and future roadmap.
- Submitting policy proposals and recommendations for the National Budget 2026 to strengthen industry competitiveness, encourage investment, and promote innovation.

These initiatives are designed to accelerate industry growth, enhance global competitiveness, and create a unified national approach to rubber sector development.

"Industry 5.0 is about harmony between human intelligence and digital power—and simulation is at the heart of that balance."

Which product categories are currently driving Sri Lanka's rubber export growth?

Currently, Sri Lanka's rubber export growth is primarily driven by:

- *Solid and OTR (off-the-road) pneumatic tires* – contributing around 60% of total rubber exports, with Sri Lanka recognized globally as a leader in specialty and industrial tires.
- *Rubber gloves and other latex-based products* – accounting for about 20% of exports, particularly medical and industrial gloves, which continue to experience strong global demand.

These two product categories remain the core drivers of export earnings, while other value-added rubber products are gradually emerging and expanding Sri Lanka's global footprint.

How competitive are Sri Lanka's products compared to regional players like Thailand, Malaysia, and Vietnam?

At present, Sri Lanka's rubber products face cost competitiveness challenges compared to regional players such as Thailand, Malaysia, and Vietnam.

Key factors include:

- High production costs driven by imported natural rubber and chemicals, as well as high energy expenses.
- Low production volumes across most product segments, except for solid tires.
- Trade barriers and limited free trade agreements (FTAs) in key Asian markets.

However, Sri Lanka's rubber products are widely recognized for their superior quality, reliability, and performance, which remain strong differentiators in global markets despite higher production costs.

What strategies is the Association implementing to expand into new export markets?

Strategies the Association Is Implementing to Expand into New Export Markets

- *Collaboration with the Export Development Board (EDB)*: SLAMERP is working closely with the EDB to identify and access potential new export markets for Sri Lankan rubber products.
- *Participation in International Exhibitions*: The Association actively participates in major global trade shows—such as the Sharjah Exhibition, including the Sri Lanka Pavilion organized by TechnoBiz—to showcase Sri Lankan products and connect with international buyers.
- *Engagement with Diplomatic and Trade Channels*: SLAMERP collaborates with Sri Lankan high commissions and trade chambers abroad to facilitate market entry, establish networks, and promote Sri Lankan rubber products in targeted regions.
- *Product Diversification*: The Association encourages the development and promotion of new products to meet the evolving demands of international markets.
- *Market Awareness Programs*: SLAMERP conducts awareness programs for exporters on emerging market opportunities, international standards, and strategies to enhance export competitiveness.
- *Government Collaboration*: The Association works with the Government of Sri Lanka to support free trade agreements, participate in trade negotiations, and develop favorable policies that facilitate smoother access to international markets.


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How is the Association supporting SMEs in certification, technology adoption, and global compliance?

Support by the Association to SMEs in Certification, Technology Adoption, and Global Compliance:

- *Technology Adoption*: SLAMERP facilitates access to modern manufacturing technologies, production processes, and digital tools through support from the EDB and the Ministry of Industry, improving the efficiency, quality, and competitiveness of SMEs.
- *Global Compliance Guidance*: The Association provides guidance and training to SMEs on international regulations, trade standards, labeling requirements, and environmental compliance, ensuring products meet the expectations of global buyers.
- *Capacity-Building Programs*: Through workshops, seminars, and expert consultations organized with the EDB and the Ministry of Industry, SMEs are trained on best practices, innovative processes, and industry trends to strengthen their global market readiness.
- *Collaboration with Government and Trade Bodies*: SLAMERP works closely with government agencies, trade chambers, and industry partners to support SMEs in navigating certification processes, adopting technology, and complying with international trade rules.

Sustainability and traceability are becoming critical for exports. How is Sri Lanka preparing for these new global requirements?

Almost all export-oriented organizations have already adopted sustainable practices and are actively aligning with emerging regulations such as the EU Deforestation Regulation (EUDR) and other global green standards.

Government Policy, Trade & Plantation Sector

How do you assess the effectiveness of current government policies on rubber industry development?

Assessment of the Effectiveness of Current Government Policies on Rubber Industry Development:

- *Focus on a Manufacturing-Based Economy*: The new government emphasizes a manufacturing-driven economic model, recognizing the rubber sector as a high value-added industry with strong export potential.
- *Support for Export Revenue Growth*: Policies are designed to enhance the sector's contribution to national export revenue, with targeted support for high-value rubber products.
- *Active Engagement in Trade Negotiations*: The government, led by the Hon. President, is actively involved in negotiating reductions in recent U.S. tariffs affecting the rubber industry. Foreign missions are aligned to identify and expand international market opportunities.
- *Continuous Dialogue with Stakeholders*: The President and the national economic team maintain ongoing consultations with industry associations and the Export Development Board (EDB) to address challenges and strategize on increasing exports.
- *Policy Alignment with Industry Needs*: These initiatives demonstrate strong alignment between government policy and the rubber sector's growth objectives, supporting competitiveness, market expansion, and value addition.

"Sustainability is no longer optional—it's the passport for global trade."


FINITE ELEMENT ANALYSIS
&
SIMULATION CENTRE

What policy reforms are most urgently needed to boost competitiveness?

Policy Reforms Urgently Needed to Boost Competitiveness in the Rubber Industry:

- *Strengthening Public-Private Partnerships*: Effective implementation of the National Agency for Public-Private Partnership (PPP) Act to encourage private sector investment and collaboration in the rubber sector.
- *Energy Cost Reduction*: Implementation of the reformed Ceylon Electricity Board restructuring plan to lower energy costs, which is critical for improving manufacturing efficiency and competitiveness.
- *Land Policy Reform*: Adoption and execution of a National Land Policy to facilitate easier access to industrial land for expansion, infrastructure development, and investment in the rubber industry.
- *Supportive Regulatory Environment*: Ensuring that these reforms are complemented by streamlined regulations, transparent procedures, and investment incentives to attract investors and enhance productivity.

How do you view the impact of Free Trade Agreements on Sri Lanka's rubber exporters?

Impact of Free Trade Agreements (FTAs) on Sri Lanka's Rubber Exporters:

- *Significant Export Potential*: The FTAs signed with countries such as India and Pakistan offer major opportunities to expand rubber exports through reduced tariffs and improved market access.
- *Underutilized Opportunities*: Despite this potential, Sri Lankan rubber exporters have not yet fully capitalized on the advantages provided by these agreements.
- *Need for Review and Negotiation*: It is essential to revisit existing FTAs and engage in negotiations to create win-win outcomes that maximize benefits for both Sri Lanka and its trading partners.
- *Strategic Implementation*: Effectively leveraging FTAs will require awareness programs for exporters, targeted market strategies, and supportive government policies to strengthen global competitiveness.

The U.S. is a key export market. How are tariffs and trade requirements affecting Sri Lankan exporters?

Impact of U.S. Tariffs and Trade Requirements on Sri Lankan Rubber Exporters:

- *Major Export Destination*: The United States is a key market, accounting for over 35% of Sri Lanka's rubber product exports.
- *Recent Export Decline*: There has been an 8% drop in rubber exports to the U.S. during the first nine months compared to the previous year, primarily due to higher tariffs and stricter trade requirements.
- *Positive Policy Shift*: The government has successfully negotiated a reduction of U.S. tariffs to 20%, improving the competitiveness of Sri Lankan exporters relative to competitors such as India and other Asian countries.
- *Future Opportunities*: This tariff reduction is expected to boost exports in the coming months and serves as an eye-opener for exporters to diversify and explore other untapped global markets.

"We need policies that not only support production but also reward efficiency, sustainability, and export excellence."


TECHNOBIZ

As Chairman of the Sri Lanka State Plantations Corporation, what is your vision for the plantation sector?

My vision is to transform the plantation sector—covering tea, rubber, and coconut—which has experienced decline in recent years due to policy missteps such as the fertilizer ban, withdrawal of replanting subsidies, and frequent regulatory changes. I aim to lead a new era of modernization by introducing advanced technologies, mechanization, and digital tools to enhance productivity and reduce costs.

This transformation will be guided by scientific studies across the entire value chain to identify gaps, improve efficiency, and unlock greater value addition from cultivation to finished products. I also envision promoting sustainable intercropping systems to diversify income sources, improve soil health, and strengthen climate resilience.

Additionally, agro-based tourism will be developed across estates to create new income streams, showcase the heritage and biodiversity of plantations, and provide employment opportunities for rural communities.

Alongside these initiatives, preserving existing forests and launching reforestation programs with traditional and indigenous tree species will be a core priority—ensuring the long-term ecological sustainability of the plantation sector.

What are the biggest challenges faced by Sri Lanka's natural rubber plantations today?

Sri Lanka's natural rubber plantations are facing several critical challenges that hinder their growth and long-term sustainability. Productivity levels remain significantly lower than global benchmarks, reducing the sector's competitiveness in international markets. Widespread leaf diseases, such as Pestalotiopsis, have severely affected yields and weakened the overall health of rubber trees.

The industry is also experiencing an acute shortage of skilled tappers, leading to inefficient harvesting and further yield losses. Moreover, there has been very limited new planting and replanting in recent years, resulting in an aging tree population and declining output. In addition, the long return-on-investment (ROI) period for rubber cultivation discourages new investments, as it takes several years for new plantations to generate profits.

How can modernization, mechanization, and climate resilience be built into plantation management?

To ensure the long-term sustainability, productivity, and competitiveness of Sri Lanka's plantation sector, it is essential to embed modernization, mechanization, and climate-resilient approaches into plantation management systems.

Severe labor shortages have hampered timely agricultural operations, directly affecting productivity and output. Introducing mechanized systems for both upstream operations—such as land preparation, planting, fertilizing, weeding, and pruning—and downstream operations—such as harvesting and primary processing—can significantly reduce dependence on manual labor. Mechanization improves operational efficiency, ensures consistency in quality, and enhances timeliness, all of which contribute to higher productivity. It also helps lower production costs and enhance the global competitiveness of Sri Lanka's plantation commodities. Incorporating energy-efficient and environmentally friendly machinery will further align the industry with international environmental standards and sustainability commitments. This will require close collaboration with local research institutes to develop and introduce appropriate technologies.


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At the same time, unpredictable weather patterns and climate change continue to threaten the sustainability of plantations. Developing and adopting climate-resilient clones—that are drought-, flood-, and pest-resistant—can help maintain yields under adverse conditions. Climate-SMART agronomic practices such as soil moisture conservation, precision irrigation, mulching, shade management, and integrated pest and disease management can further reduce the impact of climate stressors. Agroforestry models and mixed cropping systems can enhance biodiversity, improve soil health, and act as buffers against climate shocks while generating additional income streams. Building such climate resilience will lessen the sector's reliance on climate hazard relief funds and ensure long-term economic stability.

Incorporating modernization through mechanization and climate-resilient technologies can transform the plantation sector into a high-productivity, cost-efficient, and climate-adaptive industry—securing its future in an increasingly competitive global market.

What steps are needed to improve labor welfare, skills, and productivity in plantations?

With the plantation sector and infrastructure development now coming under a single ministry in the new government, there is a strong opportunity to uplift the welfare, skills, and productivity of the plantation workforce through coordinated national programs. The Plantation Human Development Trust (PHDT) continues to play a key role in addressing the basic needs of plantation communities, and its initiatives can be further strengthened to ensure long-term social and economic development.

Significant housing development is planned, including the construction of around 2,000 houses under the Indian Government housing project in 2025. Upgrading existing line rooms and workers' houses under the Clean Sri Lanka program will improve living conditions and sanitation, creating a healthier and more dignified environment for workers and their families. These efforts will help build a sense of stability and belonging among the workforce —factors essential for productivity and retention.

In parallel, the development of smart schools and educational infrastructure within plantation regions will enhance access to quality education and digital literacy for children. This aligns with the government's three key pillars—digitalization, poverty elimination, and Clean Sri Lanka—and will help break the cycle of poverty while preparing the next generation for more diverse career opportunities.

Skill development programs tailored to plantation workers should focus on both modern agricultural practices and technical skills needed for mechanized operations and climate-resilient plantation management. Equipping workers with these skills will enhance efficiency, reduce labor-intensive practices, and increase overall productivity.

By combining improved housing, education, skill development, and modernized plantation practices, the sector can evolve into a high-productivity, cost-efficient, and climate-adaptive industry—ensuring better livelihoods for workers and long-term competitiveness for the plantation economy.

"A healthy, skilled, and motivated workforce is the foundation of a high-productivity, climate-adaptive plantation sector."

Do you see opportunities for value addition at the plantation level, such as eco-friendly latex harvesting or carbon credit initiatives?

Yes — there are quite promising opportunities in Sri Lanka at the plantation level for value-addition, especially related to eco-friendly latex harvesting, biochar/carbon credit initiatives, and conservation or ecosystem service payments.

The plantation sector of Sri Lanka, especially rubber, is at a pivotal stage where value addition can be achieved not only through productivity enhancement but also by adopting sustainable and climate-friendly approaches. Emerging global trends in green production, carbon neutrality, and ethical sourcing offer new avenues for the sector to diversify income, improve resilience, and strengthen its global competitiveness.

Two promising areas of value addition are eco-friendly latex harvesting and carbon credit initiatives, both of which align well with the government's pillars of digitalization, poverty elimination, and the Clean Sri Lanka drive.

Several industry players are already pioneering eco-conscious latex production. For instance, Lalan Eco Latex and Latex Green have introduced environmentally sustainable practices across their supply chains—such as water and energy conservation, chemical reduction, responsible replanting, and recycling of waste materials.

By adopting eco-friendly harvesting techniques and moving toward certifications such as GOLS (Global Organic Latex Standard) or Forest Stewardship certification, Sri Lankan plantations can command premium prices in international markets. Such certifications not only enhance brand reputation but also ensure compliance with tightening sustainability requirements in global trade.

Rubber trees are excellent carbon sinks, offering significant potential for generating carbon credits. Studies and industry assessments indicate that a mature rubber plantation can sequester around 596 metric tons of carbon per hectare over its life cycle. At prevailing market rates, this represents a substantial additional income stream if plantations can be registered under verified carbon credit schemes.

The Rubber Research Institute of Sri Lanka (RRISL) can play a leading role in developing methodologies for carbon measurement, reporting, and verification (MRV), which is essential for accessing voluntary carbon markets. Integrating leguminous cover crops and improved soil management could further enhance carbon sequestration, strengthening the economic case for plantations to enter carbon markets.

The Knuckles Conservation Forest area is part of a major initiative funded by the Green Climate Fund (GCF), which supports sustainable land use, agroforestry, and payment for ecosystem services (PES). This project initiatives at Sri Lanka estate Plantations Corporation (SLSPC) demonstrates how communities and plantation workers can benefit financially from maintaining forest cover, protecting water catchments, and enhancing biodiversity.

Similar PES models could be introduced within rubber plantation landscapes, rewarding estates and smallholders for conserving riparian zones, planting native trees alongside rubber, and adopting soil conservation practices.


CLEAN
SRI LANKA

Skill Development & Engineering Education

You have been teaching at PRISL as well as board member for over two decades. How has education in polymer and rubber technology evolved during this period?

Over the past two decades, education in polymer and rubber technology in Sri Lanka has undergone a remarkable transformation, with the Plastics and Rubber Institute of Sri Lanka (PRISL) at the forefront of this progress. Serving as a Board Member and Chairman of the Education and Education Development Subcommittee, I have witnessed—and contributed to—the complete reshaping of the learning landscape to meet the evolving needs of the industry.

One of the first milestones was the revival of the certificate and diploma courses in plastics technology following a comprehensive curriculum update. These programs were modernized to align with current industry practices and global standards, ensuring students gained both strong theoretical foundations and hands-on technical training.

To attract young talent and bridge the gap between education and industry, we launched the innovative "*Learn While Earn*" concept for school leavers. This initiative enabled students to gain practical factory experience while continuing their studies, producing a skilled and confident workforce ready to contribute from day one.

We also focused on upgrading the GradPRISL graduate-level courses, enhancing their content and structure to reflect rapid technological advancements in the polymer sector. A landmark achievement was obtaining National Vocational Qualification (NVQ) Level 5 accreditation for our polymer courses—the first time in Sri Lankan history that such recognition had been granted in this field. This milestone elevated the status of PRISL programs and opened new pathways for career advancement.

In addition to core academic programs, we introduced Continuous Professional Development (CPD) initiatives to support lifelong learning among industry professionals. These included specialized modules such as Rubber Technology for Non-Technical Staff, which broadened industry understanding and improved operational effectiveness across various job roles.

The effective management of the Finite Element Analysis and Simulation Centre (FEAS Centre) has also been a cornerstone achievement. The Centre provided state-of-the-art facilities and expert guidance to train students and industry engineers in modern product design, simulation, and optimization—skills that are essential in today's competitive environment.

PRISL further expanded its reach through international training programs and established a collaboration with the Cochin University of Science and Technology (India) to enhance education and research opportunities in polymer science and technology. This global exposure enriched our curriculum and offered students access to advanced international learning experiences.

Our reforms also led to the highest student intake in PRISL history, with two full course batches conducted annually. The lecture panel was significantly strengthened with contributions from leading local and international experts, further raising the standard of education.

From rebuilding foundational programs to achieving international collaborations and professional recognition, polymer and rubber technology education at PRISL has evolved into a dynamic, industry-driven model. These initiatives have not only produced a new generation of skilled professionals but have also strengthened Sri Lanka's position in the global polymer and rubber sector.


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What skills are most urgently required by Sri Lanka's rubber and polymer industry today?

Sri Lanka's rubber and polymer industry is evolving beyond commodity production toward high-value, technology-driven manufacturing. To remain globally competitive, the sector urgently requires a skilled workforce in several key areas:

- *Biomedical Rubber Products*: Expertise in medical-grade compounding, cleanroom manufacturing, biocompatibility testing, and regulatory compliance is needed to expand into surgical and healthcare applications.
- *Next-Generation Tire Manufacturing*: Skills in tire design using Finite Element Analysis (FEA), advanced compounding, sustainable material integration, and automated production systems are crucial to strengthen Sri Lanka's tire manufacturing capabilities.
- *Smart Materials and Nanotechnology*: Leveraging Sri Lanka's high-quality graphite resources for graphene and nanocomposites can enable the production of lightweight, high-performance materials for electronics and mobility solutions.
- *Synthetic Rubber Blends and Composites*: Knowledge of blending synthetic rubbers with natural rubber and developing hybrid composites is essential for industrial and automotive applications.
- *Components for Solar and EV Industries*: Designing durable, lightweight rubber and plastic components for solar panels and electric vehicles can position Sri Lanka as a supplier to global clean energy and mobility markets.

Building these skills through industry–academia collaboration, modern training programs, and international partnerships will transform the sector into a high-value, innovation-led industry ready to compete on the global stage.

How can the gap between academic training and industry needs be reduced?

Bridging the gap between academic training and industry requirements is essential to drive Sri Lanka toward a knowledge-based, production-driven economy. Currently, a disconnect exists where academic programs often operate in silos, while industries underinvest in research and development (R&D). This limits innovation, competitiveness, and the readiness of graduates to meet real-world challenges.

To address this, it is vital to upgrade academic education and training through deeper collaboration with industry, ensuring that curricula are aligned with current and emerging industrial needs. Universities and training institutes must work closely with industries to incorporate hands-on training, internships, and industry-led research projects that bridge theory and practice.

Equally, industry must shift its perception of R&D—from being a cost to being a strategic investment. Active industry participation in R&D will foster innovation, accelerate technology adoption, and create opportunities for students to contribute directly to industrial problem-solving.

"The future of Sri Lanka's rubber industry depends on merging innovation with skilled, technology-driven talent."


BOI
SRI LANKA

A landmark initiative supporting this transformation is the Research Priorities for Sri Lanka – 2026, the first of its kind in the country's history. Aligned with the Government's socio-economic development programme, this report was developed by the Interim Committee on National Research and Development Priorities, co-chaired by *Professor Gomika Udugamasooriya* (Senior Advisor to the President on Science and Technology and Senior Member of the United States National Academy of Inventors) and *Professor G.W.A. Rohan Fernando* (Chairman of the National Science and Technology Commission), with contributions from 26 subject experts and over 100 committee members across 15 ministries.

This integrated report outlines national R&D priorities across key sectors including agriculture, energy, education, digital transformation, technology, health, industry, tourism, and social development. It marks a strategic shift toward aligning research with long-term socio-economic goals under the forthcoming National Research and Development Policy.

By aligning academic training with these national R&D priorities and fostering strong industry–academia collaboration, Sri Lanka can build a future-ready workforce and create a vibrant innovation ecosystem that supports sustainable industrial growth.

What role can vocational training and short-term programs play in strengthening the workforce?

In today's rapidly evolving industrial landscape, learning has become a lifelong journey. As technology advances at an unprecedented pace, traditional education alone is no longer sufficient to keep the workforce aligned with industry demands. This is where vocational training and short-term programs play a transformative role.

Such programs provide targeted, hands-on skills that can be immediately applied in the workplace, enabling workers to adapt to new technologies, tools, and processes. They are particularly effective in reskilling and upskilling existing employees, bridging the gap between theoretical knowledge and practical application.

Global training initiatives—such as those conducted by TechnoBiz—serve as vital platforms for knowledge exchange, exposure to international best practices, and continuous professional development. These programs allow professionals to stay current with emerging trends, while also nurturing innovation and problem-solving capabilities.

By embedding vocational training and short-term courses as an integral part of career development, industries can build a future-ready workforce that is agile, competitive, and resilient—ensuring sustainable growth in a fast-changing global market.

How important is it for engineers to combine hands-on factory experience with digital simulation and design skills?

As the world accelerates into the era of Industry 5.0 and widespread digital transformation, the role of engineers is undergoing a fundamental shift. Sri Lanka has fallen behind in this race, and to remain competitive, we must urgently produce engineers who can blend real-world factory experience with cutting-edge digital design and simulation capabilities.

"Biomedical rubber, smart materials, and EV components are no longer niche markets—they are the next frontier for Sri Lankan innovation."


TechnoBiz
RAMADA
COLOMBO

The Value of Hands-On Factory Experience: Practical exposure to manufacturing environments builds the foundation of true engineering understanding. It allows engineers to observe how machines, materials, and human operators interact on the shop floor. Real-time problem-solving sharpens their analytical thinking and develops an instinct for identifying inefficiencies. Moreover, engineers with factory experience can communicate effectively with production teams and translate design concepts into workable, efficient solutions. This grounded knowledge ensures designs are realistic, manufacturable, and sustainable.

The Power of Digital Simulation and Design: Digital tools such as Finite Element Analysis (FEA), Computational Fluid Dynamics (CFD), and digital twin technologies are transforming product development. They enable engineers to test and optimize designs virtually before physical prototypes are built, saving significant time and cost. These tools also integrate seamlessly with emerging technologies like Artificial Intelligence (AI), Augmented Reality (AR), and the Internet of Things (IoT), all of which are pillars of Smart Manufacturing systems. Engineers proficient in simulation can drive innovation faster and with higher precision than ever before.

Possessing both practical and digital skills is no longer optional—it is essential. Engineers who understand real-world manufacturing constraints can interpret simulation results more accurately and avoid costly design errors. This integration creates a new generation of multi-skilled professionals capable of designing, implementing, and optimizing systems from concept to production. Such hybrid engineers are exactly what Industry 5.0 demands: professionals who can collaborate with advanced machines while keeping human needs, sustainability, and resilience at the center.

The coming decade will see an explosion of job opportunities in data science, AI, AR/VR, digital twin development, and smart manufacturing. Employers will favor engineers who can merge operational knowledge with digital innovation—those who can not only design on computers but also ensure those designs perform efficiently on the factory floor. If we are to close the gap with more advanced economies, this dual competency must become a cornerstone of our engineering education and professional development strategies.

From your global exposure, what qualities distinguish the best engineers, and how can Sri Lanka nurture such talent?

Henry Ford once said, "*Coming together is the beginning, keeping together is progress, and working together is success*." This quote perfectly captures the essence of what distinguishes the best engineers across the world. From my own global exposure, I have observed that truly exceptional engineers are not only technically competent but also collaborative, curious, and driven by a higher purpose.

Unfortunately, many of our engineers still work in silos—reluctant to learn from shop floor workers, disconnected from real-world challenges, and hesitant to share knowledge across disciplines. This mindset stifles innovation and slows our progress, especially as the world rapidly advances into Industry 5.0 and the age of digital transformation.

"When engineers see how machines, materials, and people interact, they develop the empathy and insight that drive practical innovation."


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Qualities That Distinguish the Best Engineers Globally

- *Teamwork and Collaboration*: They work seamlessly with multidisciplinary teams, respecting contributions from all levels—from senior scientists to shop floor operators.
- *Continuous Learning*: They embrace lifelong learning through vocational training, short courses, and global exposure, keeping pace with emerging technologies such as Artificial Intelligence (AI), Augmented Reality (AR), and Smart Manufacturing.
- *Innovation and Creativity*: They think beyond conventional solutions, using digital tools and simulation to test bold ideas while staying grounded in practical realities.
- *Values and Purpose*: They view engineering as a service to humanity—aiming to improve quality of life, eliminate poverty, and build a sustainable future that is economically, socially, and environmentally sound.

How Sri Lanka Can Nurture Such Talent

- *Reform Engineering Education*: Move beyond exam-driven models and cultivate creativity, innovation, and team-based project learning from the early stages of education.
- *Promote Hands-On and Vocational Training*: Integrate shop floor experience and continuous professional development as essential components of engineering careers.
- *Foster Interdisciplinary Collaboration*: Break down silos between academia, industry, and research institutions, ensuring students and professionals work on real-world problems together.
- *Inculcate Professional Ethics and Heritage*: Teach respect for our ancient engineering heritage, traditional values, and the ethical responsibility to serve society.

A Call to Action

Engineers are not just problem solvers—they are nation builders. If we truly want to uplift lives and ensure a better future for the next generations, we must immediately rethink how we educate, mentor, and value our engineers. Only then can we create a new generation of Sri Lankan engineers who are technically world-class, socially responsible, and united in purpose.

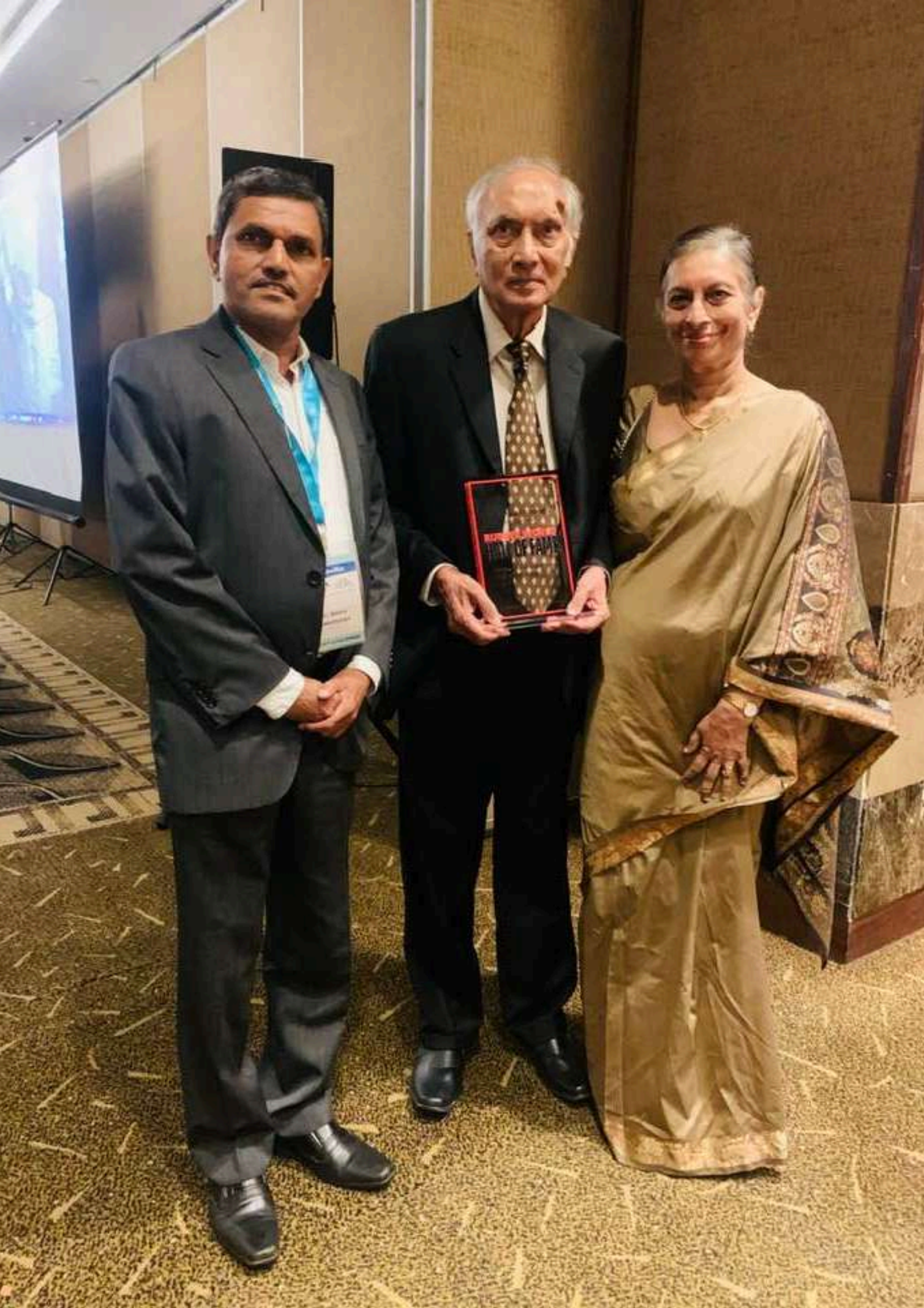
Do you think Sri Lanka should establish a national training and innovation centre dedicated to rubber technology?

Yes, Sri Lanka must urgently establish a national training and innovation centre dedicated to rubber technology. Under the existing Rubber Master Plan, the concept of a "Rubber Techno City" has already been proposed, and I strongly recommend that the new government prioritize its full implementation. This initiative would play a pivotal role in revitalizing the rubber and plastics sectors and positioning Sri Lanka as a competitive player in the global market.

Strategic Institutional Collaboration

The proposed centre should be developed through strong collaboration among key national institutions:

- *Rubber Research Institute of Sri Lanka (RRISL)*: To lead in fundamental and applied rubber research and technology development.
- *Industrial Development Board (IDB)*: To support industry outreach, SME development, and technology transfer.
- *Finite Element Analysis and Simulation Centre (FEAS Centre)*: To provide advanced digital simulation, product design validation, and virtual prototyping capabilities.
- *Industrial Technology Institute (ITI):* To contribute expertise in materials science, product testing, and quality assurance.


HALL OF FAME

Key Functions of the Proposed Centre

- *National Centre of Excellence*: Establish world-class facilities for materials characterization, product testing, and quality certification for the rubber and plastics industries.
- *Design and Manufacturing Hub*: Provide specialized training and services in mould, die, and tool design to enhance local manufacturing capabilities.
- *Innovation and Incubation*: Support start-ups and entrepreneurs with incubation facilities, pilot projects, and technical mentorship to accelerate new product development.
- *SME Development Platform*: Offer tailored support to small and medium enterprises (SMEs) for technology upgrading, productivity improvement, and export market readiness.
- *Skilled Workforce Training*: Deliver vocational and advanced training programs to develop multi-skilled engineers, technicians, and operators with both hands-on and digital competencies.

Why This Matters

The global rubber industry is moving rapidly into the era of Industry 5.0, where sustainability, digital transformation, and innovation are key drivers. Sri Lanka must bridge the current skills and technology gaps to remain competitive. A national centre would create the critical ecosystem for research, innovation, and workforce development—fueling economic growth, boosting exports, and generating quality employment.

TechnoBiz Rubber Week

You were instrumental in establishing TechnoBiz Rubber Week in Sri Lanka. What is your vision for this annual event?

Yes — I had the privilege of contributing to the first-ever TechnoBiz Rubber Week in Sri Lanka as the Chairman of the event, organized in collaboration with TechnoBiz. It was a milestone moment for our nation's rubber industry, bringing together local and international stakeholders on one platform to exchange knowledge, showcase innovations, and strengthen business networks.

***My Vision for the Event**:* Looking ahead, my vision is to make TechnoBiz Rubber Week an annual flagship event that serves as the premier platform for innovation, collaboration, and global visibility of Sri Lanka's rubber industry.

Specifically, I envision:

- *Global Knowledge Hub*: Positioning the event as a regional centre of excellence where leading experts, researchers, and industry professionals share cutting-edge knowledge on rubber technology, materials science, and emerging trends in Industry 5.0, Artificial Intelligence, and Smart Manufacturing.
- *Industry–Academia Collaboration*: Encouraging universities, research institutes, and manufacturers to jointly present R&D outcomes, pilot projects, and commercializable technologies.
- *Export Promotion and Investment Linkages*: Using the platform to attract global buyers, investors, and technology partners to expand Sri Lanka's presence in international markets.
- *SME and Start-Up Development*: Offering space for emerging entrepreneurs to showcase products, access incubation support, and connect with mentors, investors, and potential customers.
- *Skills and Workforce Development*: Conducting technical workshops, vocational training programs, and competitions to build the next generation of skilled professionals in rubber and plastics technology.

How TechnoBiz Rubber Week Benefits Sri Lankan Manufacturers, Exporters, and Researchers?

TechnoBiz Rubber Week has rapidly evolved into a powerful catalyst for national growth—serving as a dynamic platform that connects manufacturers, exporters, and researchers in the rubber and plastics sectors. By bringing all key stakeholders together, it has become a national growth engine for the industry, stimulating innovation, fostering sustainable practices, and helping build a strong global brand identity for Sri Lanka's rubber sector.

Strengthening Collaboration and Knowledge Sharing: At the most recent edition of the event, over 30 leading industrial and academic experts presented their research and shared valuable insights with both local and international audiences. This knowledge exchange helps companies keep pace with global trends, adopt cutting-edge technologies, and align with the emerging principles of Industry 5.0, new materials, and Smart Manufacturing.

What long-term impact can the event create for Sri Lanka's global positioning in rubber technology and trade?

TechnoBiz Rubber Week offers researchers a direct pathway to industrialize their findings, turning laboratory concepts into commercially viable products. It provides manufacturers with early access to new materials, process improvements, and design innovations, while enabling exporters to identify new market opportunities and strategic partnerships. This synergy between research and industry is essential for driving competitiveness and value addition across the sector.

By fostering collaboration, creativity, and excellence, TechnoBiz Rubber Week is nurturing a new generation of forward-thinking engineers, innovators, and entrepreneurs. It helps break down silos between academia and industry, while encouraging sustainable, technology-driven growth.

Looking Ahead : The upcoming TechnoBiz Rubber Week, scheduled for the end of October, promises to further strengthen this momentum. It will create even more opportunities for local researchers to connect with manufacturers and exporters, ensuring that Sri Lankan innovations can successfully reach global markets.

Recognition & Global Engagement

You have been involved in promoting the Rubber World Hall of Fame initiated by TechnoBiz. Why do you believe honoring eminent professionals is important?

I had the privilege of being involved in promoting the Rubber World Hall of Fame, initiated by TechnoBiz, and I must say it was one of the most emotionally meaningful and proud moments of my 30-year journey in the rubber industry. During this special occasion, two eminent professionals from Sri Lanka and one distinguished leader from Belgium were recognized and awarded for their lifelong contributions to the global rubber sector. I was honored to recommend them for this recognition, and the entire community of rubber industrialists warmly celebrated the initiative. It was deeply touching to witness their joy, pride, and gratitude—shared by their families and peers—since such recognition had been long overdue.

This recognition by TechnoBiz sparked wider appreciation across the industry; in fact, many others began honoring these same individuals after our event, demonstrating the positive ripple effect such initiatives can create. For me personally, it was one of the happiest and most fulfilling days of my career—because celebrating our great leaders is not only about honoring their past, but also about inspiring the future.

How do such recognitions inspire the next generation of professionals in the rubber industry?

Many industry pioneers dedicate decades of their lives to advancing technology, mentoring young professionals, and building institutions. Yet, their contributions often go unnoticed. Public recognition acknowledges their sacrifices and reinforces the value of long-term commitment and excellence.

- *Inspiring the Next Generation*: When young engineers, researchers, and entrepreneurs see respected figures being honored, it sparks ambition and motivation. These role models demonstrate what is possible through dedication, innovation, and integrity—encouraging emerging professionals to aim higher and contribute meaningfully to the industry.

- *Preserving Industry Heritage*: Recognizing great professionals also helps preserve the history and values of the rubber sector. Their stories serve as educational legacies, connecting future generations to the industry's rich heritage and inspiring them to carry it forward.

- *Creating a Culture of Appreciation*: Honoring individuals during their lifetimes sends a message of respect, gratitude, and humanity. This nurtures a positive professional culture built on appreciation and mutual support—vital for sustainable industry growth.

In essence, such recognitions are not only about the past—they are about inspiring the future by showing the next generation that their contributions, too, will matter.

Vision & Future Outlook

What is your long-term vision for Sri Lanka's rubber and polymer industry in the next decade?

"My vision is to transform Sri Lanka's rubber and polymer industry into a high-value, innovation-driven sector that meets the demands of the Fifth Industrial Revolution, uplifts the livelihoods of plantation workers, and aligns with national policies to enhance the well-being of all stakeholders—ensuring sustainable and inclusive growth."

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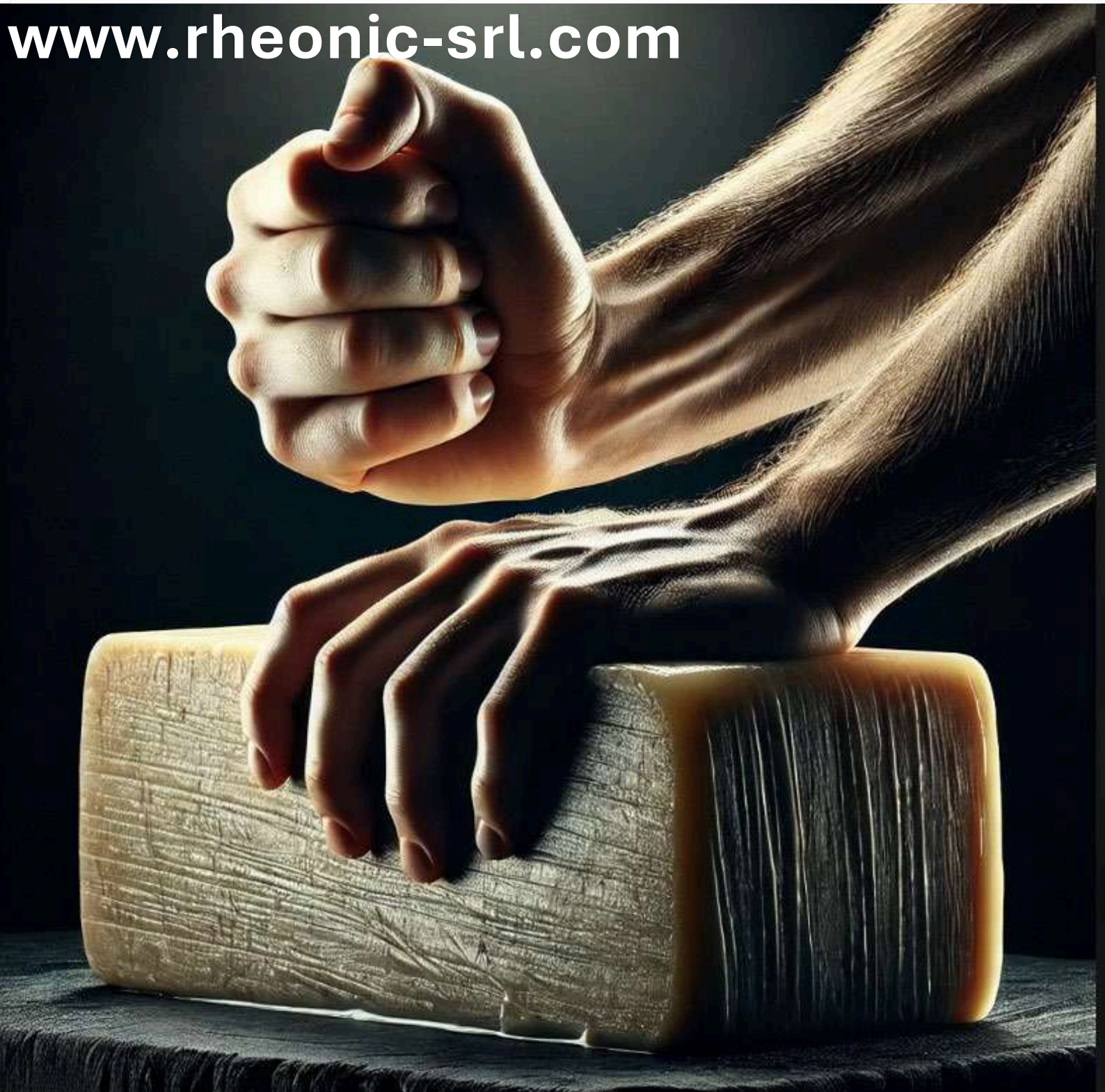
Formulation giving you headaches?

Rheonic is an Italian engineering company founded in 2015 with a clear mission: to provide consulting services and technical partnerships to the rubber industry in the following areas:

It

- Rubber compound formulation
- P rocess optimization through numerical simulation techniques
- Vulcanization cycle development
- Rheology and viscoelastic characterization



RUBBER Review

Issue 23 | 27 Oct -2 Nov 2025

IRMRI Spotlight

INDIAN RUBBER MATERIALS RESEARCH INSTITUTE

Formerly known as Indian Rubber Manufactures Research Association(IRMRA)
An Autonomous Institute, Under DPIIT, Ministry of Commerce & Industry, Govt. of India
254/1B Road No 16V, Wagle Industrial Estate, Thane West, Maharashtra 400604.
Email: info@irmra.org /www.irmri.org/022 6787 3200 (19 Lines)

Indian Rubber Materials Research Institute (IRMRI) formerly known as Indian Rubber Manufacturers Research Association (IRMRA), which was established in 1958 is an internationally well-known Centre of Excellence for providing technological services to both Non-tyre & Tyre sectors.

It is an autonomous institute under the Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Govt. of India.

IRMRI Facilities Covers

1. Testing of Polymeric Matrials and Products
2. Research & Development on Rubber & Allied Products
3. Reverse Engineering & Failure Investigation
4. Academic & Sponsored Research
5. ARISE - Incubation Centre
6. Training & Skill Development
7. Industrial Consultancy
8. Third Party Inspection
9. Tyre Testing Facilities - Centre of Excellence

INDIAN RUBBER MATERIALS RESEARCH INSTITUTE REGIONAL CENTRE'S

IRMRI - South Center 1 (Andhra Pradesh)
Sri City Trade Centre, Sri City (Dt.)
Contact: Mr. Paul Vannan,
Sr. Deputy Director
pv@irmra.org
info.south@irmra.org
Mob. No.: +91-8655095345

IRMRI - South Center 2 (Tamil Nadu)
Strategic Product Development Center
Plot B-26/2, SIPCOT Industrial Growth Centre
Oragadam, Sriperumpudur (Tk.),
Kancheepuram (Dt.)
spdc1@irmra.org

IRMRI - East Center
South Asian Rubber Park,
P.O-Sankrail, Howrah (Dt.),
Dulagarh, West Bengal - 711302
Contact: Dr. Basu,
Sr. Asst. Director & Centre Head
db@irmra.org
info.east@irmra.org
Mob. No.: +91-8197606600

IRMRI - North Center
111/9, 3rd Floor, Kishangarh,
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DR. K RAJKUMAR

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PROF. KINSUK NASKAR

Event Manager
MR. I P WADHWA

OCTOBER 30TH, THU, 2025

BISWA BANGLA MELA PRANGAN

FOR MORE DETAILS, CONTACT:
DR. DEBDIPTA BASU - 8197606600
Mrs. Reenu Mehra - 9810141681

ARISE - ASSOCIATION FOR RUBBER INNOVATION AND START-UP ENTREPRENEURSHIP

Promoted by INDIAN RUBBER MATERIALS RESEARCH INSTITUTE
Formerly known as Indian Rubber Manufactures Research Association
An Autonomous Institute, Under DPIIT, Ministry of Commerce & Industry, Govt. of India
B-88, Road No 24U, Wagle Institute Estate, Thane West, Maharashtra
Email: arise@irmra.org Web: www.ariseindia.net.

ARISE Incubation Centre:

ARISE – Association for rubber Innovation and Start up Entrepreneurship Incubation Centre Promoted by Indian Rubber Materials Research Institute has swiftly developed as a pivotal platform for fostering innovation and entrepreneurship in the rubber and allied industries. With a mission to nurture start-up ecosystems, ARISE is helping aspiring entrepreneurs transform their innovative ideas into viable businesses, especially in the niche domain of rubber products and technologies.

Vision and Objectives

ARISE aims to be the breeding ground for future industrial leaders by providing startups and innovators with the resources, mentorship, and industry-specific expertise they need to succeed. The centre is particularly focused on promoting in rubber and allied industries, encouraging sustainable solutions, and fostering technological advancements that cater to both domestic and global markets.

The centre operates with the primary goal of bridging the gap between academia and industry, by enabling innovation-driven enterprises to evolve from ideation to commercialization. By aligning with national missions like 'Make in India' etc. ARISE plays an active role in building a self-reliant and globally competitive ecosystem.

Support Ecosystem at ARISE

ARISE offers a comprehensive support system, which includes

- *Mentorship and Networking*: The centre facilitates connections with industry experts, academicians, and business leaders, offering startups invaluable mentorship. Startups benefit from the extensive network IRMRI has built over the years, including collaborations with global companies, research institutions, and government agencies.

- *Access to Cutting-Edge Facilities*: ARISE - Promoted by IRMRI, startups at ARISE gain access to advanced R&D labs and testing facilities, enabling product development, innovation, and validation. This is a significant advantage, particularly for startups focusing on rubber technologies, which can quickly iterate and refine solutions.

- *Capacity Building through Training Programs*: ARISE offers a series of workshops and training programs covering diverse aspects of entrepreneurship such as financial management, legal compliances, intellectual property rights, business development, and marketing strategies. These programs will make ensure that entrepreneurs are well-equipped with the necessary skills to navigate the challenges of running a business.

- *Funding and Investment Opportunities*: Recognizing that financial backing is a critical component for the growth of startups, ARISE helps entrepreneurs connect with potential investors and funding agencies. The centre also advises startups on availing government schemes, grants, and subsidies designed for MSME's.

- *Industry Collaborations*: ARISE promotes partnerships between startups and established players in the rubber industry. These collaborations offer startups an opportunity to pilot their innovations, gain market insights, and even secure early customers.

ARISE - ASSOCIATION FOR RUBBER INNOVATION AND START-UP ENTREPRENEURSHIP

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B-88, Road No 24U, Wagle Institute Estate, Thane West, Maharashtra
Email: arise@irmra.org Web: www.ariseindia.net.

ARISE Impact

The centre has already started creating a tangible impact through its flagship Entrepreneurship Development Programme - Conducted from 20th August 2024 till 20th September 2024, the EDP has provided participants with critical insights on topics like HR compliances, funding opportunities, sales strategies, and legal frameworks. This structured training has enabled aspiring entrepreneurs to refine their business models and align their startups with market needs. Participants were motivated to take their ideas forward and register as incubatees under ARISE, thanks to the visionary leader Dr. K Rajkumar, Director, IRMRI, who has been a driving force behind this initiative.

Moreover, ARISE has succeeded in fostering a vibrant entrepreneurial spirit among its participants by regularly inviting experts from sectors such as MSME Mumbai, legal professionals, founders, and chartered accountants to offer personalized guidance and share their experiences. This multi-disciplinary engagement ensures that startups at ARISE are not only technically sound but also business-savvy, ready to scale up their innovations.

ARISE - Future Outlook

ARISE is poised to play a significant role in shaping the future of the Indian rubber industry. With a commitment to fostering innovation and sustainable business practices, ARISE incubation centre is expected to expand its reach by onboarding more startups and diversifying into other sectors allied to rubber.

As the world shifts towards greener technologies, ARISE is well-positioned to lead the way in promoting sustainable and eco-friendly rubber solutions. With its robust infrastructure, expert mentorship, and industry collaborations, ARISE is a beacon of hope for entrepreneurs looking to make a mark in the competitive world for the industries of rubber and allied materials.

In summary, ARISE represents more than just an incubation centre—it's a platform for empowerment, providing entrepreneurs with the tools, resources, and network they need to succeed. Through its visionary leadership and robust support ecosystem, ARISE is truly nurturing the next generation of innovators and business leaders in the rubber industry.

For Details, Please Connect with
V.Karthikeyan, Business Development Manager, IRMRI
Email: veerappan.karthikeyan@irmra.org
9361324212, 7045086164.

Weatherometer

Introduction about Weatherometer : A Weatherometer is a sophisticated laboratory instrument designed to simulate long-term environmental exposure in a controlled setting. By replicating conditions such as sunlight, moisture, and temperature fluctuations, it accelerates the aging process, enabling manufacturers to assess material durability and performance under harsh weathering conditions. This ensures products meet stringent quality standards and perform reliably in real-world applications across various industries. In IRMRI, the Q-SUN Xe-3 machine is used.

Standards and Their Purpose

- ASTM D 4587-11: defines UV and condensation testing procedures to assess paint and coating durability under weathering.
- ASTM G 151-10: guides accelerated weathering tests using artificial light for plastics and other materials.
- ISO 4892-2: Outlines xenon-arc exposure methods for plastics and coatings to simulate sunlight and weathering effects.
- ISO 16474-2: Defines xenon-arc testing protocols for paints and varnishes, focusing on UV resistance and color stability.
- ISO 105-B02: Tests color fastness of textiles under artificial light, simulating sunlight exposure.
- ISO 105-B04: Evaluates textile color fastness under artificial weathering, including UV and moisture.
- ASTM 750-12: Standard Practice for Rubber Deterioration using artificial weathering apparatus.

Uses and Benefits: The Q-Sun Xenon Test Model Xe-3 measures color fading, gloss retention, surface degradation, mechanical strength, and flexibility in materials such as rubbers, plastics, coatings, paints, leather, and textiles under UV light, moisture, and temperature cycles, by ASTM and ISO standards. It predicts long-term performance, identifying issues such as cracking or discoloration, thereby benefiting industries like automotive, textiles, coatings, plastics, and leather by ensuring durable, high-quality products.

Sectors Benefits: Rubber, textiles, paints &coatings, plastics, and leather industries.

Contact us: Email: veerappan.karthikeyan@irmra.org / ab@irmra.org
Contact no: 9361324212 / 90220547
Location: 254/1B Road no 16 V, Wagle Industrial Estate, Thane, Maharashtra 400604 India

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TechnoBiz

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Jiujiang DoWell Rubber Technology Co., Ltd.

DoWell Tech is dedicated to the R&D, production and sales of chemical raw materials, and provides expert advice on their application solutions for our global customers.

Our core products are primarily divided into **acrylic rubber (ACM)** and modified acrylic water-based adhesives. ACM products are classified into four major types of rubber products: i. e. active chlorine, carboxyl, double cross-linking and epoxy types, while the and water-based emulsion adhesive types are available in five different categories which are broadly used in industries such as automobile, new energy technology, electric power , and related electronics, and environmental protection.

We are committed to product R&D and continuously manufacturing products which are consistently reliable, stable, and environmentally friendly, to meet our customers' evolving needs. This commitment is reflected in our corporate motto or mission of becoming a:

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We pledge to be a model corporate citizen, a trusted partner, and an honest, reliable enterpriser that fosters long-term relationships with our customers worldwide while helping our customers to create value.

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10)Waste gas treatment system, etc.

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USAGE

The production line is used to produce rubber sealing strip,hose,profile,water,stop and other products,widely used in automotive doors and windows,aluminum doors and windows,building curtain walls, container doors, ships, high-speed rail,roads and bridges and other fields.

FEATURES

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公司介绍 Company introduction

Wuxi Double Elephant Rubber & Plastics Machinery Co., Ltd （DE） affiliated with Jiangsu Double Elephant Group, covering an area of 100, 000 square meters , with over 40 years of history , is a modernized technology enterprise which is engaged in R&D, manufacture and sales and after-sales service in the field of Rubber & Plastics Machinery .

We are specialized in the production of rubber and plastics machinery equipment: calender and auxiliary machine series, open mill series, mixing kneader series, rubber extruder series, rotary curing series, wide rubber sheet extrude calendering line, rubber conveyor belt calendering line, tire inner liner calendering line, PVC artificial leather/ film/rigid sheet calendering line, PVC flooring calendering line etc.

Our Products are very popular in China and have been exported all over the world, such as Europe, the United States , Japan, Southeast Asia, India, Turkey, South America, etc. In rubber machinery field, DE has established a good partnerships with domestic R&D institute , large scale tire enterprise, rubber product manufacturers such as Beijing R & D Institute of Rubber Industry , Guiling rubber industry R&D institute, Bridgestone (Japan), Toyo Tire (Japan), Yokohama(Japan), Continental Tire (Germany),Michelin (France), Trelleborg (Sweden),Camso(Canada),Kumho Tire (Korea), Apollo(India),MRF （India） ,CST Tire(Taiwan), Kenda Tire(Taiwan),Linglong Tire, Triangle Tire, General Science Technology, Wanli Tire, Boton Technology , etc.

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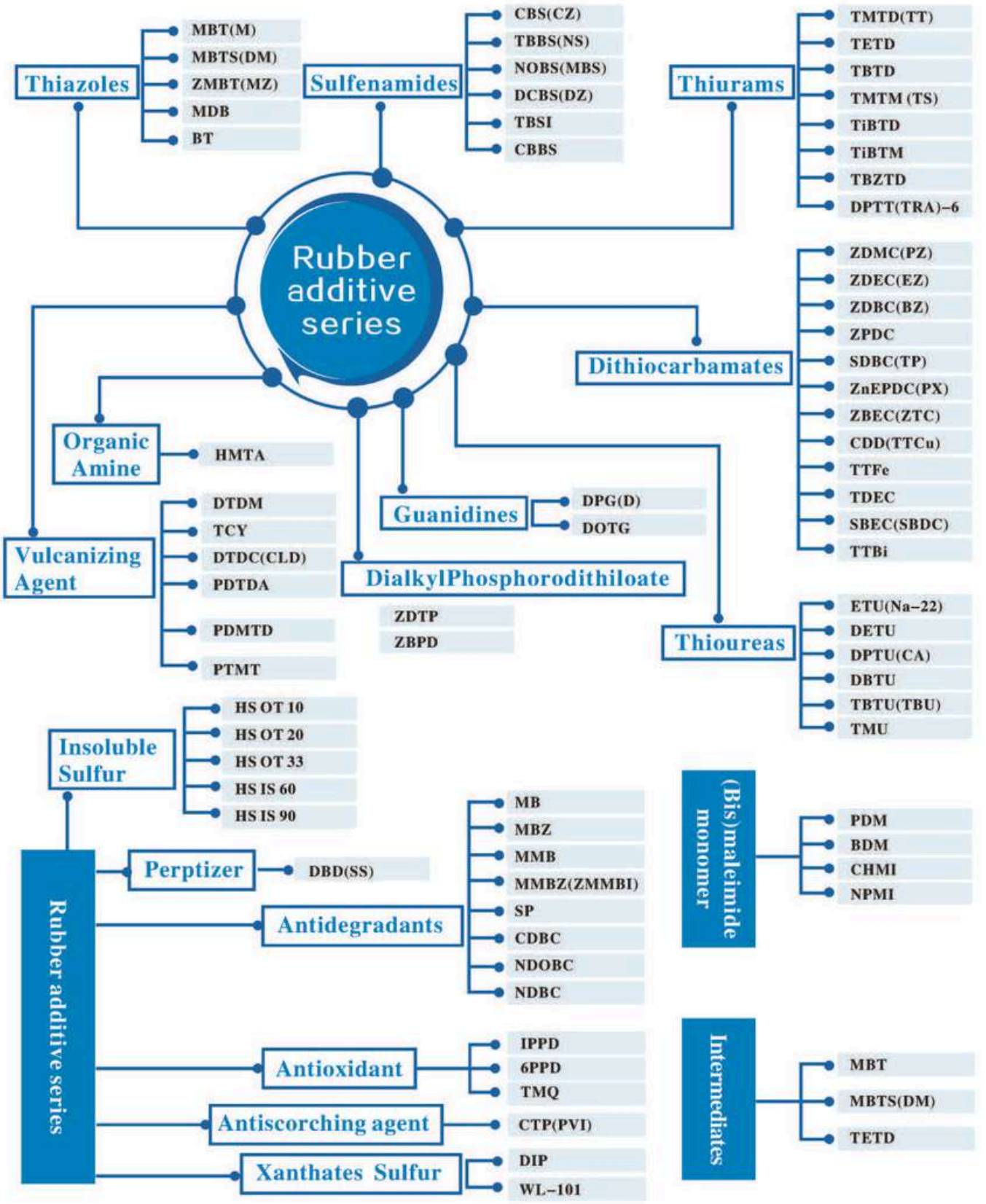

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About Us

QingDao Xiang Run Hao Import and Export Co., ltd (Former name is Qingdao RuiTongFa rubber machinery works, which is founded in 2003) is a professional manufacturer for rubber machinery and rubber moulds such as rubber injection machine, vacuum plate vulcanizing press and automatic plate vulcanizing press, rubber joint machine. We exported rubber machine and rubber moulds to many countries such as India, Chile, Belarus, South America, South korea, South-East Asia, Japan and Russia etcs.

The total export amount is up to more than ten million US dollars.

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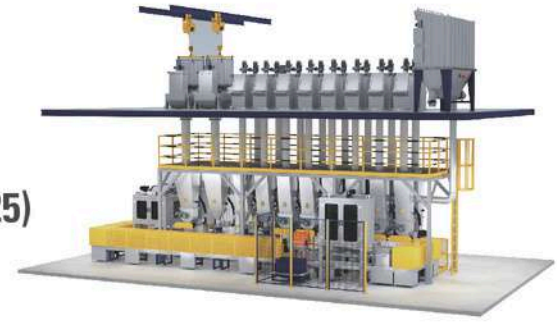

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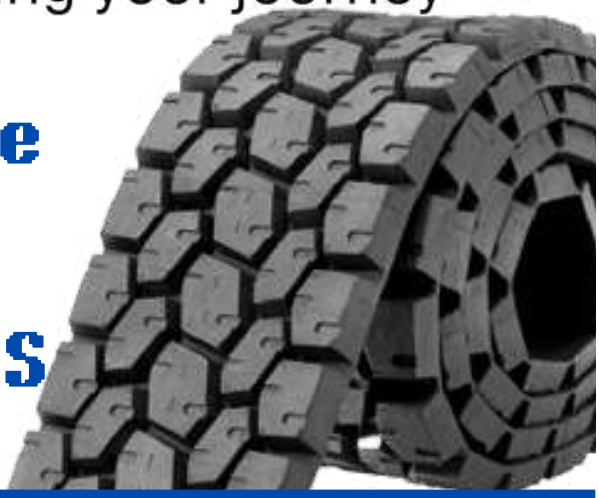

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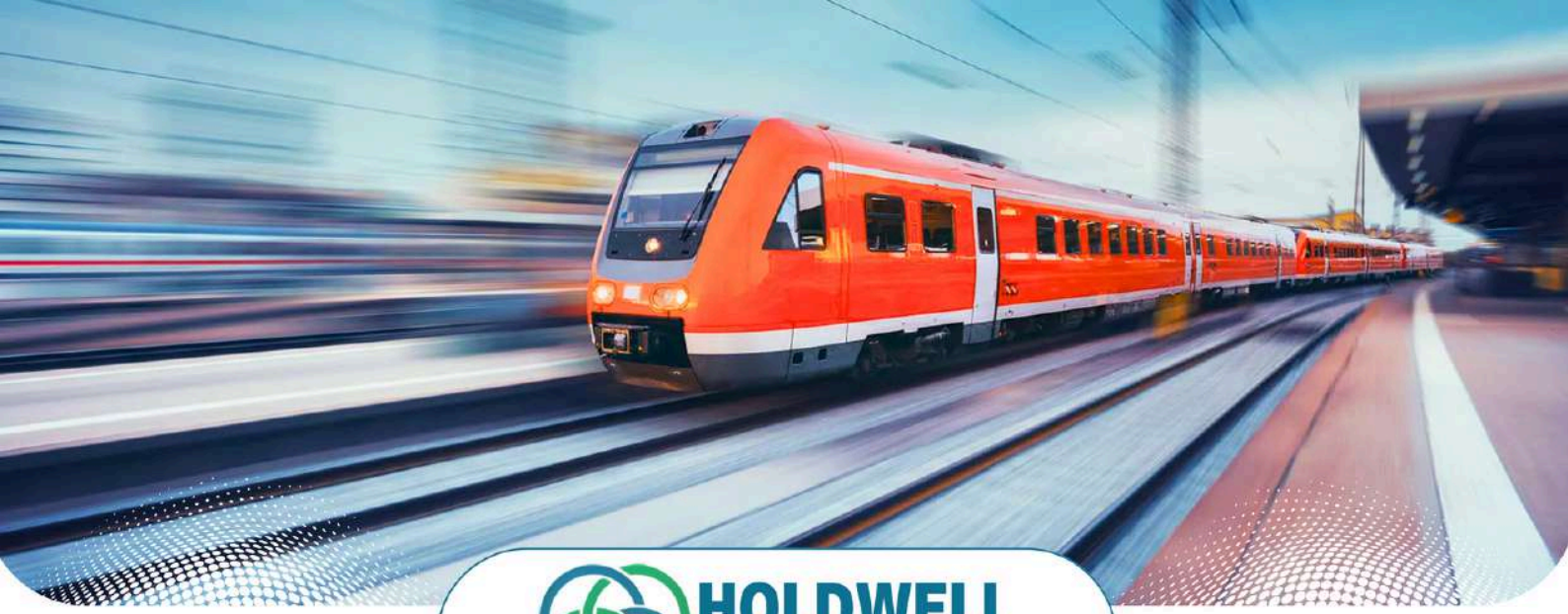

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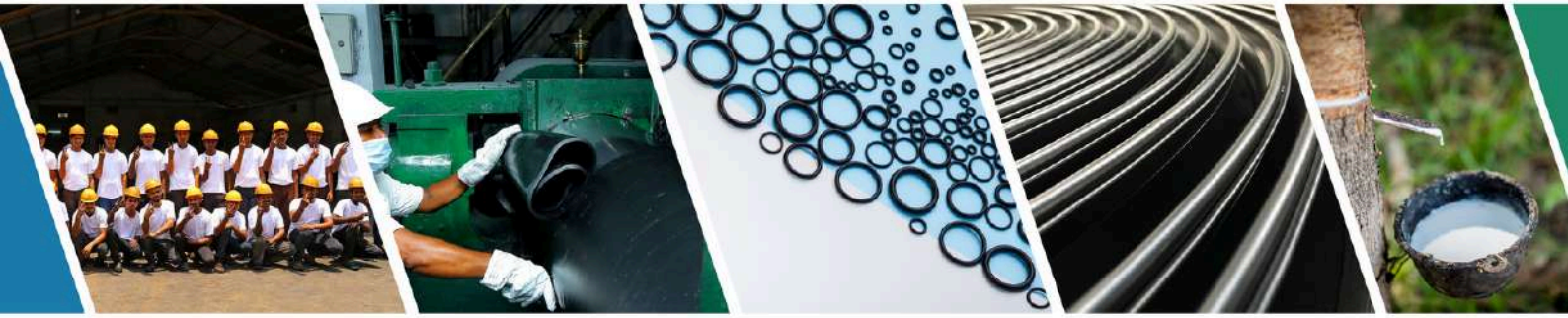

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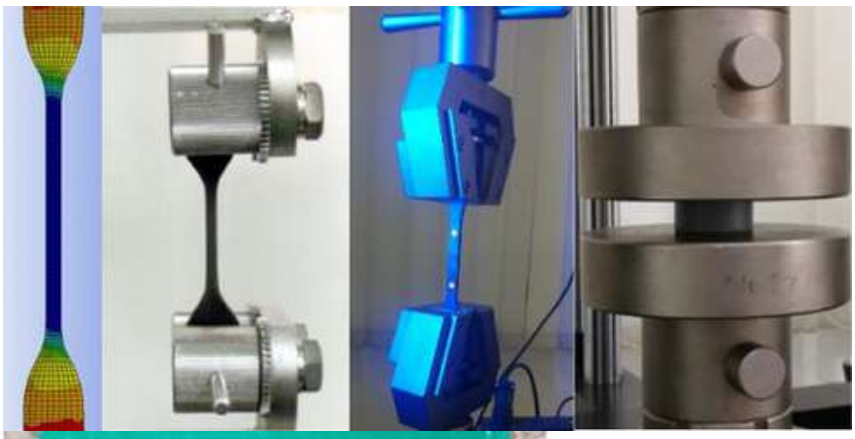

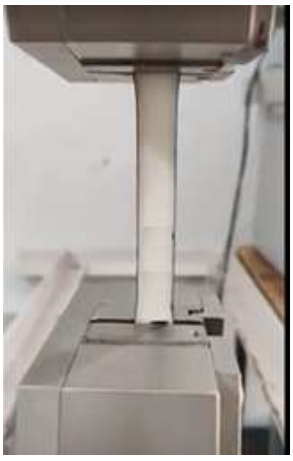

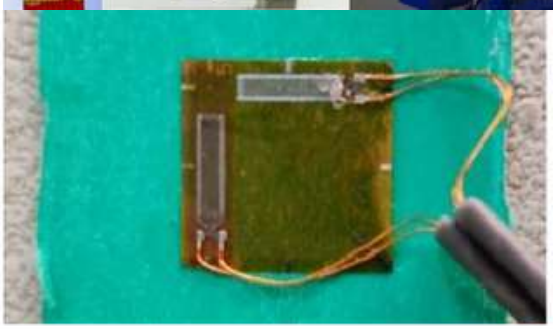

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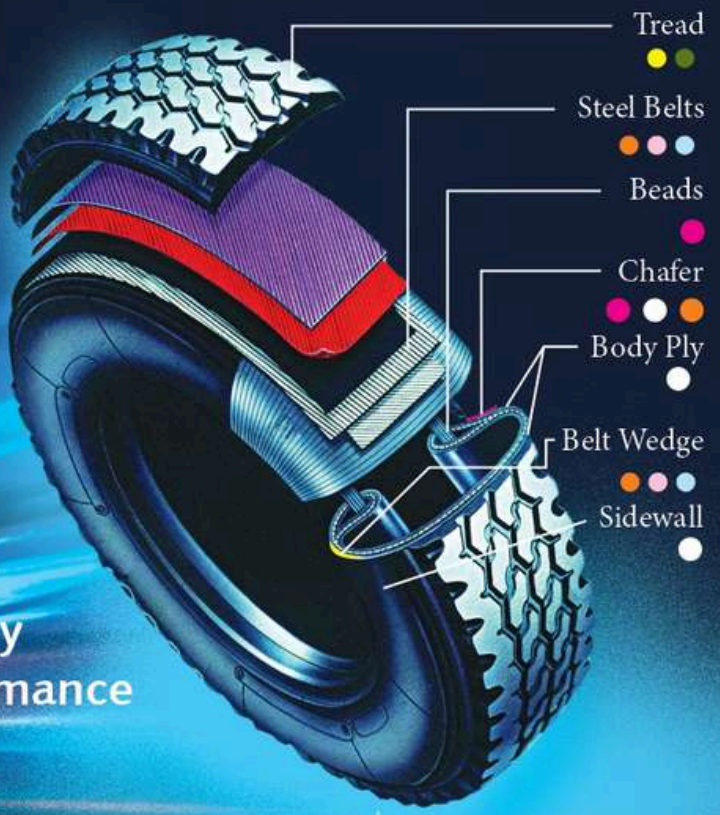

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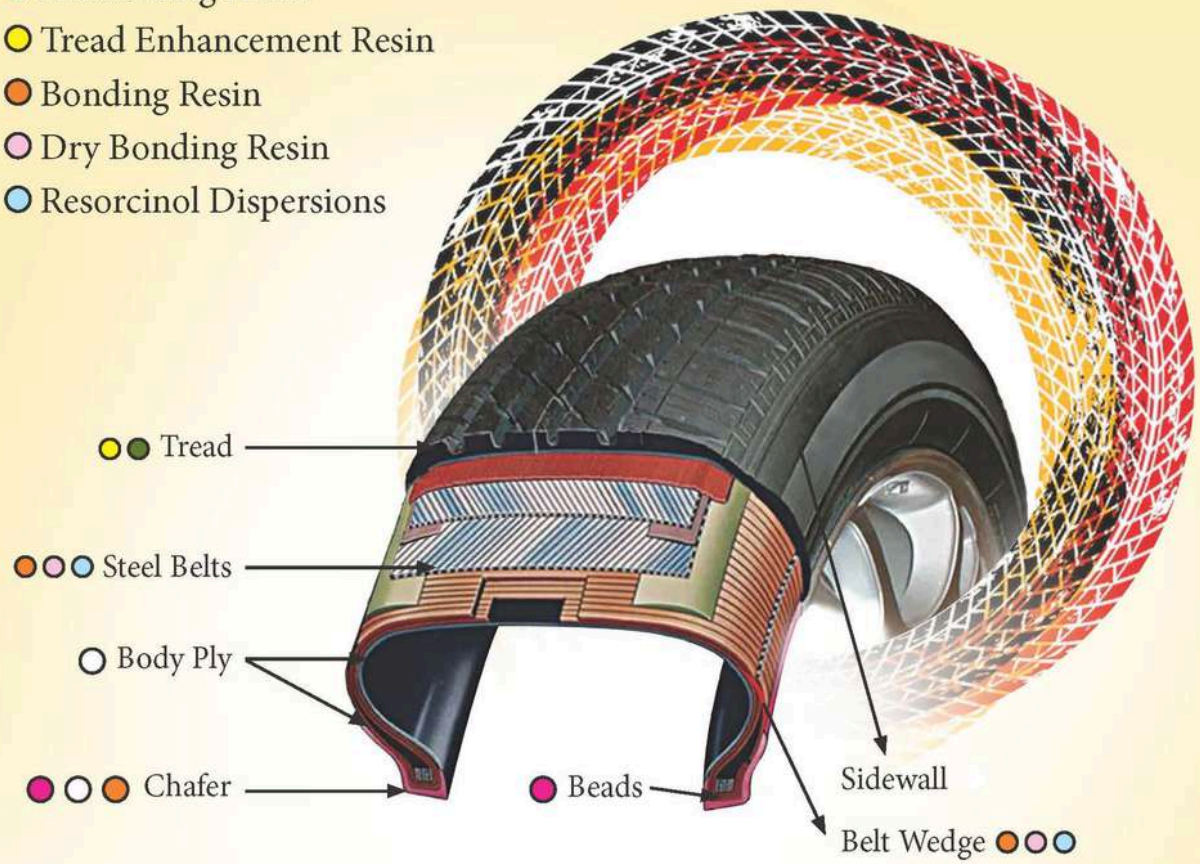

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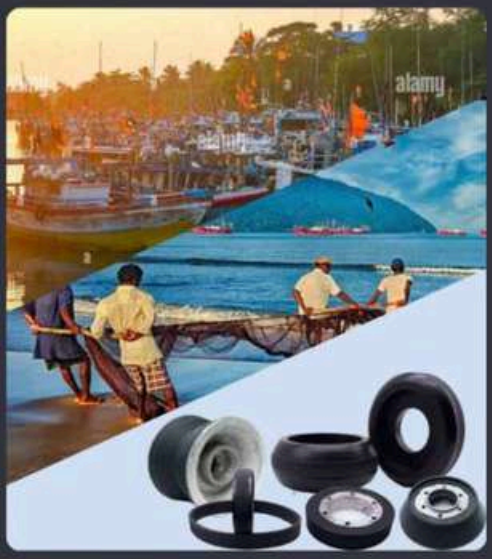

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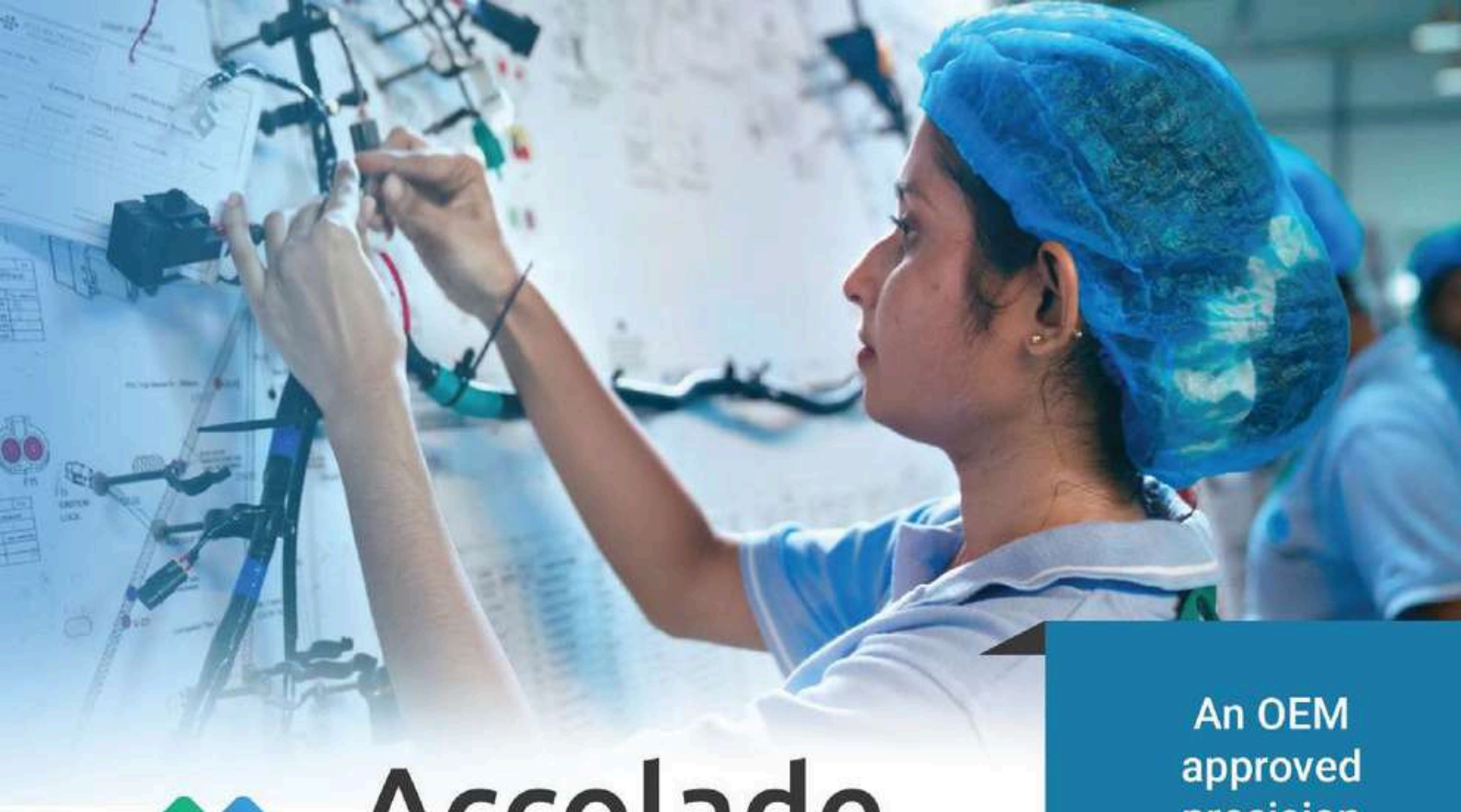

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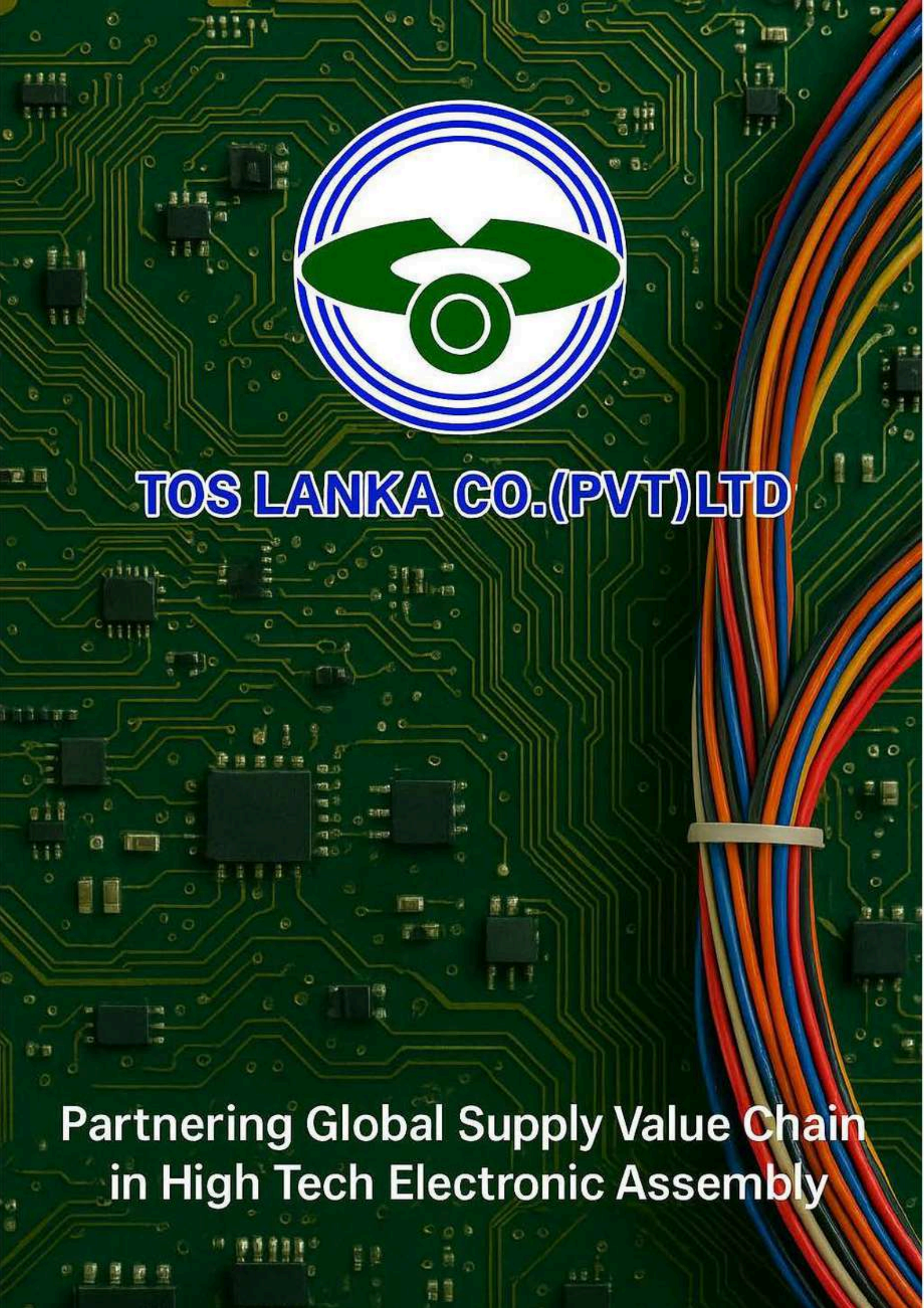
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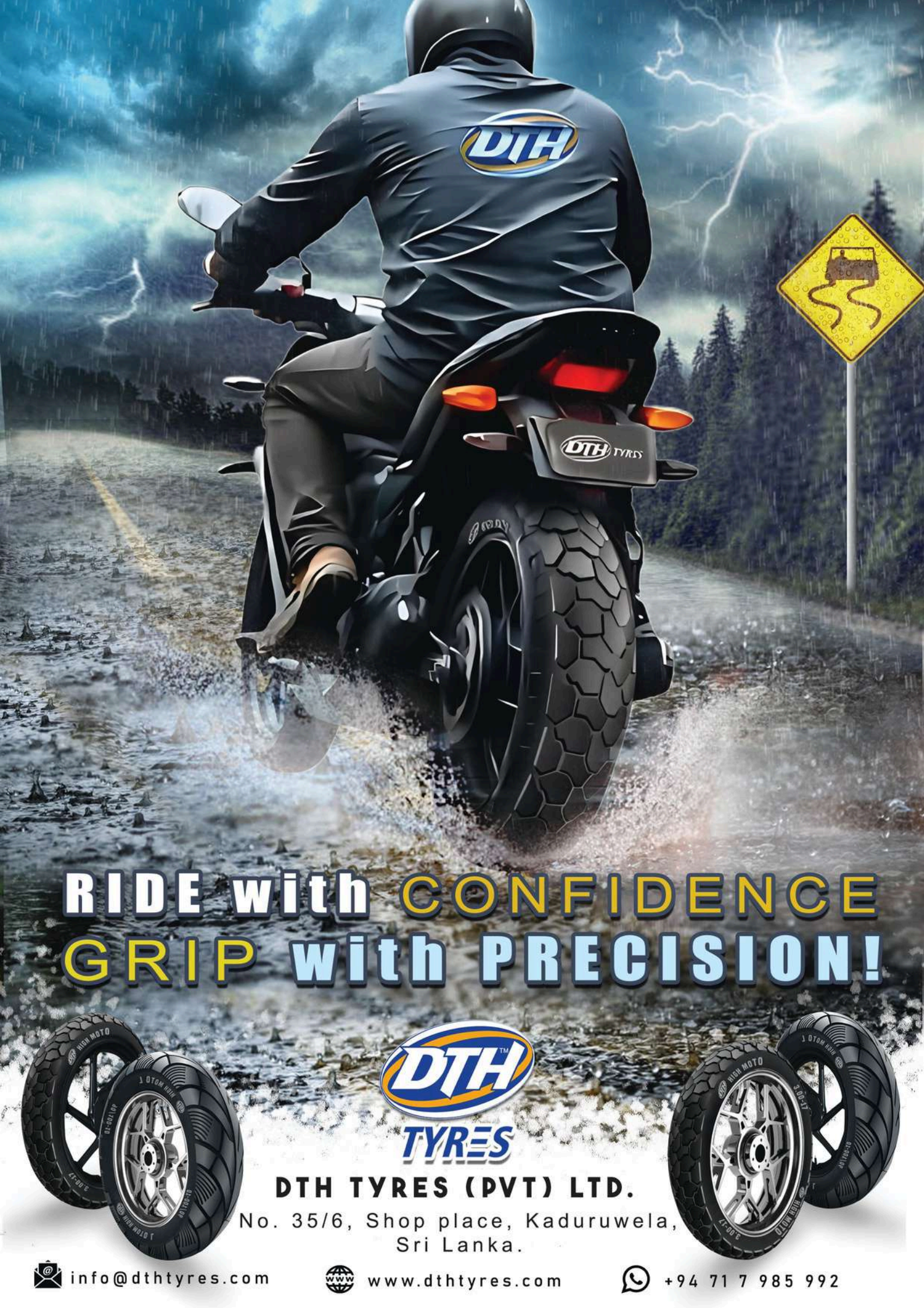
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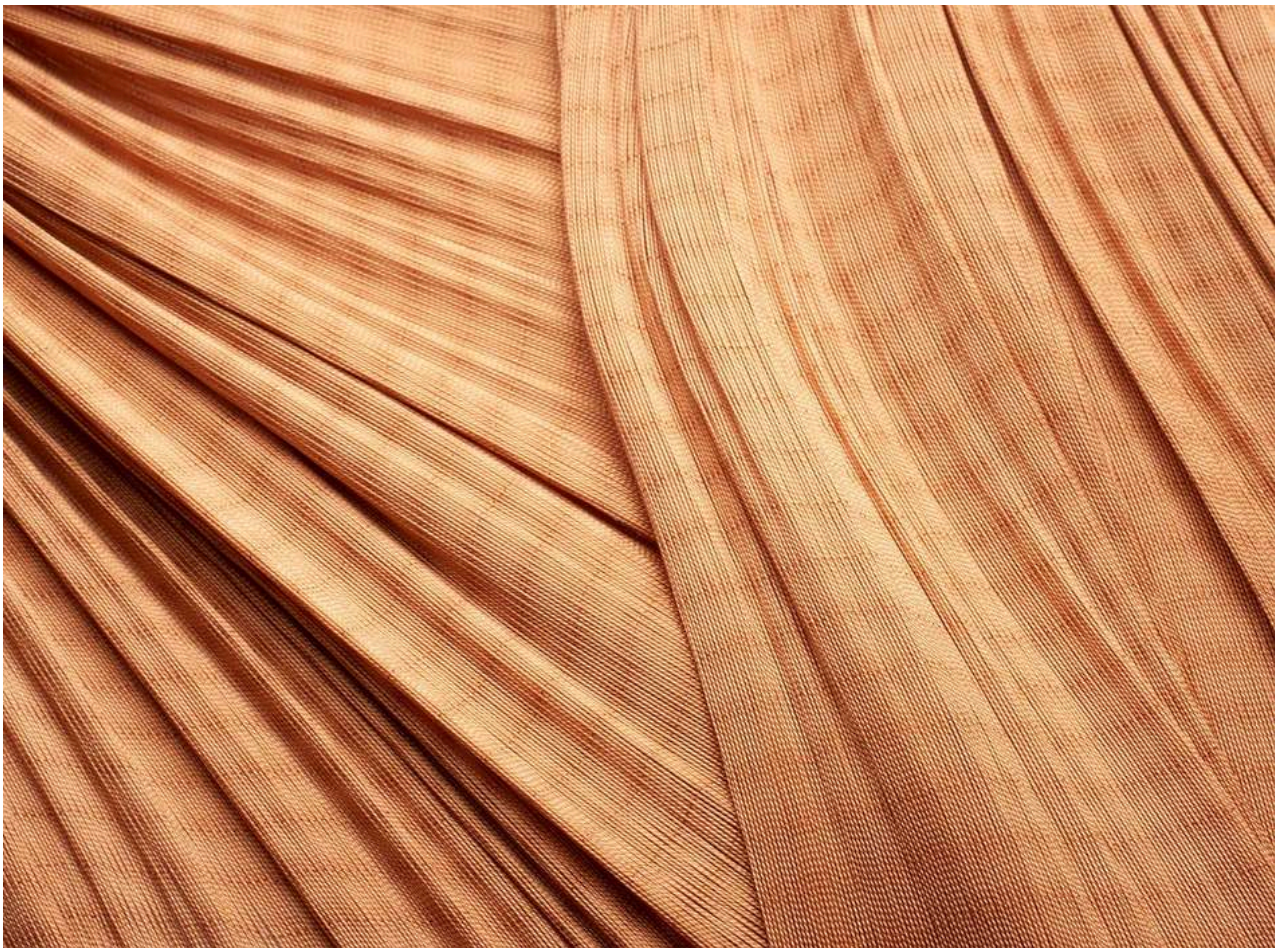
RUBBER BUSINESS NEWS

RUBBER Review

Sustainably Reinforced: Continental Expands Use of Recycled PET, Recycled Steel and COKOON in Its Tires



Continental is integrating even more renewable and recycled materials into its tire production. Committed to the principles of the circular economy, the tire manufacturer is also motivating its suppliers to increasingly develop and provide sustainable materials to manufacture tires. While Continental's share of renewable and recycled materials in tire production averaged 26 percent in 2024, the company's goal is to increase this figure to at least 40 percent within the next five years.

A major focus is on identifying and introducing sustainable alternatives for raw materials that are used today to reinforce tires – in other words, materials that assure dimensional stability and performance over the tire's lifetime. These are primarily made of steel and textiles, which make up around 18 percent of the materials used in passenger-car tires. In commercial-vehicle or specialty tires, this share can be even higher. Continental is continuously expanding its use of more sustainable materials, including recycled steel and polyester yarns made from recycled PET bottles. More sustainable manufacturing methods, such as those used in COKOON adhesion technology, are also being introduced in tire production. Furthermore, the company is using innovative alternatives across all raw material groups, such as synthetic rubber from used cooking oil, resins from bio-based waste materials and silica from the ashes of rice husks.

"*We are not reinventing the wheel – but we are reinventing the tire, with more sustainable materials and more environmentally compatible production processes*," says **Dr. Matthias Haufe**, head of Material Development and Industrialization at Continental Tires. "It's not just about the rubber itself. We also focus on the materials that give the rubber its shape and make tires stable and safe. Recycled steel and polyester yarn made from recycled PET bottles are important for more sustainable tire production. Our goal is to use at least 40 percent renewable and recycled materials in our tires within five years. Every alternative material brings us an important step closer to this goal."

Recycled reinforcement: more sustainable steel and polyester yarn for safe tires

Steel and polyester are essential for tire performance and safety. Steel can be found across multiple tire components. For instance, in commercial-vehicle or specialty tires, the carcass is reinforced with high-strength steel cords, which provide exceptional durability, high load capacity and retreadability. Steel is further utilized in the form of reinforcing wires embedded within the bead core of passenger-car, commercial-vehicle and specialty tires. These wires run along the circumferential edges of the rubber bead and secure the tire firmly to the wheel rim. Lastly, steel cords are also present in the belt layers of passenger-car, commercial-vehicle and specialty tires. These cords enhance puncture resistance, tread stability and comfort, reduce noise and help increase fuel efficiency and extend range in combustion and electric vehicles. Continental is increasing the share of recycled steel in its portfolio – without compromising on safety or performance.

Continental also focuses on sustainability when it comes to the textile material polyester. Polyester yarn made from recycled PET bottles is used to reinforce passenger-car tire carcasses and improve rubber bead stability. Depending on the tire size, the carcass material of a single tire can be made from up to 15 recycled PET bottles. The polyester yarn is converted into a durable textile cord that absorbs the forces of the tire's internal pressure and remains dimensionally stable even under high loads and temperatures. Continental, together with textile manufacturer OTIZ, has developed the ContiRe.Tex technology to turn recycled PET bottles into high-performance polyester yarn for tire carcasses. Verified by SGS – a leading global inspection and certification company – this application reduces CO_2 emissions by approximately 28 percent in the PET tire cord fabric, compared to fossil-based alternatives. This innovative polyester yarn is already used in passenger-car series tires such as Continental's UltraContact NXT. The recycled PET bottles are sourced exclusively from regions where there are no closed bottle recycling loops.

Continental's ContiRe.Tex technology uses polyester yarn that is obtained from used PET bottles without any intermediate chemical steps and not recycled in any other way.

COKOON: a clever, more sustainable adhesion technology

"When it comes to sustainability, it's not just the materials we switch to, but also those we deliberately do without," says Haufe. Together with Kordsa, a global supplier of textile reinforcement materials, Continental has developed an environmentally friendly adhesion standard for textile/rubber composites. This technology enables the bonding of textile reinforcing materials with rubber compounds without the use of resorcinol or formaldehyde in the textile dip bath. Continental and Kordsa have made COKOON available to all tire manufacturers and their suppliers as a license cost-free, open-source solution in order to promote sustainability across the entire industry. Interested companies can request samples.

COKOON adhesion technology enables the environmentally friendly bonding of textile reinforcements with the surrounding rubber compound.

Bridgestone Appoints Yasuhiro Morita as Global CEO Effective January 1, 2026

Bridgestone Corporation announced that its Board of Directors today approved the following change in Global CEO position and responsibility effective January 1, 2026. Guided by the mission of "Serving Society with Superior Quality," and led by the new top management, Bridgestone will pursue sustainable growth and continuously enhance its corporate value as it approaches its 100th anniversary in 2031.

Bridgestone has been focusing on further value creation through the Genbutsu-Genba (Respect for Being On-site) approach, while striving to improve the quality of management, work and business in line with the Mid-Term Business Plan (2024-2026).

Through the completion of Business Restructuring & Rebuilding (1st and 2nd stage), the enhancement of Dan-Totsu products by fusing ENLITEN™ technology and BCMA in the tire business, and the reinforcement of commercial BtoB solutions as well as retail & service solutions in the solutions business, Bridgestone has laid the foundation for further social and customer value creation and has entered the stage of "Growth with Quality." This top management change will accelerate its growth even further.

Yasuhiro MORITA joined the Company in 1996. He has great experience of tire business in overseas market mainly in Europe and Asia. After 2025, he has been responsible for the cross-functional and global optimization as Global CAO (Chief Administration Officer) Global CSO (Chief Strategy Officer) , in charge of quality management, finance, public relations, human resources, sustainability, digital 1/3 transformation, product strategy, procurement, supply chain management and motorsports.

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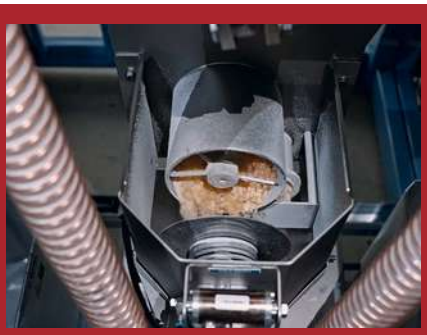

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- Green Rubber Compounding and Processing
- Enhancing Durability and Performance of Rubber Products
- Rubbers and Rubber Composites Innovations for Unexplored and Sustainable Applications
- Advanced Rubber Solutions for Global Warming Challenges
- Smart, Intelligent and Functional Rubber Materials
- Natural Rubber, Bio-based Rubbers and Rubber Chemicals
- Progress in Rubber Analysis, Testing and Standards
- Safety and Environmental Impact of Rubber Products
- Recycling and Circular Economy in the Rubber Industry

KEY ACTIVITIES

- Technical Conference Program
- Natural Rubber Symposium
- Technology Exhibition
- IRCO Student Award
- Networking Gala Dinner
- NR Factory Visit

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PROGRAM SCHEDULE

Detailed technical program of IRC 2025 will be updated soon. The time schedule for each day for technical presentations is 9am to 5pm.

Please check website www.irc2025.com for upto date information.

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Plenary Presentations

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- **Sustainable Materials for Tyre Engineering** | *Prof. Sabu Thomas, Mahatma Gandhi University, India*
- **Sustainable Mobility 2030 and beyond – Role of Tyre and Rubber Industry** | *Dr. R Mukhopadhyay, JK Tyre & Industries Ltd., India*
- **Circular Economy - Limits and Chances in Rubber Recycling** | *Prof. Ulrich Giese, German Institute for Rubber Technology, Germany*
- **Crack Resistance and Beyond: Fracture Mechanics in Strain Crystallizing and Liquid Crystal Elastomers** | *Prof. Kenji Urayama, Kyoto University, Japan*

Keynote Presentations

- **The Crosslinking Dilemma in ENR: Evaluating Sulphur and Di-acid Networks for Future-Ready Rubber Products** | *Dr. Amit Das, Leibniz Institute of Polymer Research Dresden, Germany*
- **On the path to make a black magic green – how to minimize the the CO2 footprint of rubber products** | *Prof. Andreas Limper, Institut für Kunststoffverarbeitung RWTH Aachen, Germany*
- **Recent Advances in Reducing Hysteresis of Rubber Composites** | *Prof. Baochun Guo, South China University of Technology, China*
- **Some Considerable Factors in Laboratory Frictional Testing Rubbers** | *Prof. Changwoon Nah, Jeonbuk National University, South Korea*
- **Enhancing Coagulation Efficiency and Overcoming Uncoagulation Issues in Skim Latex Using Synthetic and Natural Creaming Agents** | *Assoc. Prof. Charoen Nakason, Prince of Songkla University, Suratthani Campus, Thailand*
- **Bio-based Approach to Dispersion of Silica in NR** | *Prof. Dariusz M. Bieliński, Lodz University of Technology, Poland*
- **Resolving the Microstructure of Natural Rubber and Its Influence on the Mechanical Properties** | *Prof. Jinrong Wu, Sichuan University, China*
- **Engineering Allergy-Free Natural Rubber: Sustainable Deproteinization for Enhanced Industrial and Medical Performance** | *Prof. Jitladda Sakdapipanich, Mahidol University, Thailand*
- **AFM Nanomechanics Connecting Macro- and Nanoscopic World** | *Prof. Ken Nakajima, Institute of Science Tokyo, Japan*
- **Recent Trends in Adopting Sustainable Solution for Rubber Additives: How Chemistry Plays Significant Role?** | *Prof. Kinsuk Naskar, Indian Institute of Technology Kharagpur, India*
- **Natural Rubber in the Click Era: Advancing Functionalization and Modification via Click Chemistry** | *Prof. Laurent FONTAINE, Le Mans University, France*

Keynote Presentations

- **Elucidating the Role of Nanoscale Interfaces and 3D Dispersion in Elastomer Nanocomposites: Connecting Microstructure to Viscoelastic Behavior** | *Prof. Ming Tian, Beijing University of Chemical Technology (BUCT), China*
- **Optimized Synthesis of Liquid Fluorosilicone Rubber with Improved Cold Resistance for Semiconductor Application** *Prof. Sang Eun Shim, Inha University, South Korea*
- **Development of Fast Rubber Sheet-Forming Method for Natural Rubber and Its Application** | *Prof. Seiichi Kawahara, Nagaoka University of Technology, Japan*
- **Wide-Angle X-Ray Diffraction Studies on Strain-Induced Crystallization of Vulcanized Natural Rubber by Two-Step Biaxial Stretching** | *Prof. Shinichi Sakurai, Kyoto Institute of Technology, Japan*
- **New Insights into Vulcanization Reactions for Green Rubber Technology** | *Prof. Yuko Ikeda, Kyoto Institute of Technology, Japan*
- **Revisiting the Properties of Natural Rubber in Tire Industry and Development of NR-based Sidewall Compounds for EV Passenger Cars** | *Assoc. Prof. Kannika Sahakaro, Prince of Songkla University, Pattani Campus, Thailand*

Invited Presentations

- **Greener Tire Tread Compounds by Reducing the Amount of Ingredients** | *Prof. Anke Blume, University of Twente, Netherlands*
- **Delayed Crystallization Response-Inspired Waterborne Polyurethane with High Performance** | *Prof. Fei Chen, Xi'an Jiaotong University, China*
- **Soft sensing composites based on rubber and elastomer matrices: Development and characterization methods** | *Dr. Frank Jörg Clemens, Smart Ceramic Processing, EMPA, Switzerland*
- **Facile recycling strategy for end-of-life rubbers by selective cleavage of cross-linking bonds** | *Prof. Ganggang Zhang, South China University of Technology, China*
- **Greening the Elastomer Technology : Bio-Based Solid/Liquid Rubbers, Polyurethanes, and TPVs** | *Prof. Jeong Seok OH, Gyeongsang National University, South Korea*
- **Cellulose Nanocrystal: Scalable Production and Innovative Applications of Bio-based Nanofillers** | *Prof. Jianming Zhang, Qingdao University of Science and Technology, China*
- **Colour-changing Smart Materials inspired by Nature: Chameleon Effect** | *Dr. Karine Mougin, Institut de Science des Matériaux de Mulhouse, France*
- **Natural rubber foam containing gamma-synthesized chitosan for the utilization as enhanced heavy-metal sorbents** | *Assoc. Prof. Kiadtisak Saenboonruang, Kasetsart University, Thailand*

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Invited Presentations

- ***Effect of Molecular Architecture on the Thermal Stability of Poly(epichlorohydrin-co-ethylene oxide-co-allyl glycidyl ether) (GECO) Based Elastomers |*** *Prof. Murat Sen, Hacettepe University, Turkey*
- **Optimizing Silica and Carbon Black Ratios for Enhanced Mechanical Performance of NR/BR/SSBR blends** / *Assoc. Prof. Nadras Othman, Universiti Sains Malaysia (USM), Malaysia*
- ***Self-Healing Rubber: An Advancing Technology for Smart Gloves*** / *Dr. Patrick Tang Siah Ying, Monash University Malaysia, Malaysia*
- **Introduction of Reversible Bonds into Rubber Networks** / *Dr. Toshio Tada, Sumitomo Rubber Industries, Ltd., Japan*
- **Dual-Functional Natural Rubber Composites with Piezoresistive and Antibacterial Properties for Wearable Motion Detection |** *Asst. Prof. Yeampon Nakaramontri, King Mongkut's University of Technology Thonburi, Thailand*
- **Strain Softening of Rubber Nanocomposites Vulcanizates** / *Prof. Yihu Song, Zhejiang University, China*
- **Synthesis of Polyester-based Multiblock Copolymer Elastomers via A Cascade Polymerization Method** / *Prof. Yingfeng Tu, Soochow University, China*
- ***Renewable Elastomeric Networks of Functionalized Ethylene-Propylene Copolymer*** / *Prof. Yixian WU, Beijing University of Chemical Technology, China*

Natural Rubber Symposium

- **Global Efforts to Ensure Sustainability of NR Supplies |** *Stefano Savi, Global Platform for Sustainability of Natural Rubber*
- **The Role of Thailand Contributing to Sustainability of NR Supplies** / *Dr. Napawan Lekawipat, Rubber Authority of Thailand*
- **Quality of NR Novel Green Technologies for Production of User-friendly and Consistent Properties NR** / *Dr. Nantina Moonprasith, National Metal and Materials Technology Center, Thailand*
- **From Tree to Technological Materials: Turning Natural Rubber into a Game-changer for More Sustainable and Performing Products** / *Poonyawat Prateeprat, Michelin*
- **Perspective on Dipped Rubber Product Biodegradability: MRB Research Highlights and Future Pathways** / *Shabinah Filza Binti Mohd Sharib, Malaysian Rubber Board*
- ***Study of Biodegradation Efficiency of Natural Rubber Products by Various Microorganism*** / *Dr. Nattawut Boonyuen, (National Center for Genetic Engineering and Biotechnology, Thailand)*
- **Clinical Study of Allergic Properties of NR Gloves and Other NRL Products** / *Dr. Naesinee Chaiear, Khon Khan University, Thailand*
- **From Allergen to Assurance: A Comprehensive Review of Natural Rubber Product Safety and MRB's Strategic Role** / *Dr. Aziana Binti Abu Hassan, Malaysian Rubber Board*
- **Pioneering a Sustainable Biorefinery of Natural Rubber Serum for New Bioactives in Cosmetics, Food, Nutraceuticals, and Pharmaceuticals** / *Dr. Thanawat Pitakpornpreecha, Prince of Songkhla University, Thailand*
- **Modified Natural Rubber: Current Progress, Opportunities, and Challenges.** / *Dr. Krishna Veni, Malaysian Rubber Board*
- **Challenge for the Future of NR Latexand NRL Products** / *Dr. Amir Hashim Yatim, Malaysian Rubber Glove Manufacturers Association*
- **Opportunity for Industrial Applications of NR** / *Dr. Banja Junhasavasdikul, Innovation Group, Thailand*

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Contact Info

IRC2025 Secretariat
Polymer Society of Thailand
irc2025@thaipolymersociety.org
Contact : Dr.Taweechai Amornsakchai

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Oral Presentations

- **Thermo-chemical devulcanization of sulfur-cured styrene–butadiene rubber (SBR) using diphenyldisulfide (DPDS)** | *Jonas Petzke, Paderborn University, Germany*
- **Tribological behavior of soft polymers against model substrates** | *Prof. Sophie Bistac, Professor, Université de Haute Alsace UHA – LPIM, France*
- **Study of standard laboratory for testing medical rubber gloves according to ISO/IEC 17025** | *Dr. Hassarutai Yangthong, Researcher, Hub of Talents in Natural Rubber, NRCT, Thailand*
- **Polyrotaxane-Based Hybrid Crosslinking for Tunable Elastic and Thermal Response in Epoxidized Natural Rubber** | *Assoc. Prof. Anoma Thitithammawong, Prince of Songkla University, Thailand*
- **Why Lab Studies Matter for Understanding Tyre Wear Emissions**| *Dr. Martin Stěnička, Dr.Tomas Bata University in Zlin / University Institute / Centre of Polymer Systems, Czech Republic*
- **Impact of Fused Filament Fabrication and Processing Parameters on the Performance of $BaTiO_3$-Piezoelectric Composites for Soft Robots** | *Sofiia Butenko, EMPA, Switzerland*
- **New non-isocyanate polyurethane films based on natural rubber** | *Tharin Sensan, Prince of Songkla University, Thailand*
- **A New Antibacterial Hybrid Waterborne Polyurethane/Silica Coating Film Based on Natural rubber |** *Assoc.Prof. Dr. Nitinart Saetung, Faculty of Science, Prince of Songkla University, Thailand*
- **Method for Analyzing Mechanical Property Degradation of Polymer Materials Using Artificial Intelligence** | *Sangin Park, Researcher, Hyundai Motor Company, South Korea*
- **Molecular chain structure changes and strain-induced crystallization behaviors during various deformation of segmented polyurethane elastomer** | *Asst. Prof. Kakeru Obayashi, Kyoto University, Japan*
- **Understanding and Controlling Storage Hardening in Natural Rubber via Phospholipid Network Disruption** | *Kittipong Insom, Mahidol University, Thailand*
- **The Role of Deformation Mode on Rubber Hysteresis and Its Dependency on Viscoelasticity** | *Dr. Shouliang Nie, Researcher, Zhongce Rubber Group Co. Ltd, China*
- **Overview of SRI's research initiatives for enhancing the well-being of natural rubber stakeholders in Thailand** | *Dr. Lucksanaporn Tarachiwin, Deputy General Manager, Sumitomo Rubber (Thailand) Co., Ltd*
- **Degradation Trends in Plasticity and Viscosity of Selected Standard Philippine Rubber Under Prolonged Storage** | *Rosemarie Salazar, Assistant Regional Director, Department of Science and Technology Region IX - Philippines*

Oral Presentations

- **Study on the dispersion of silica in SBR using time-resolved ultra small angle X-ray scattering** | *Assoc. Prof. Shotaro Nishitsuji, Yamagata University, Japan*
- **Sustainable Yield Improvement and Quality Assessment of TSR10 Rubber from Two Hevea brasiliensis Genotypes: Impact of Reduced Tapping Frequency Associated with Ethephon Stimulation** | *Hathainat Kum-ourm, Researcher, Sumitomo Rubber (Thailand) Co., Ltd.*
- **Preparation and Characterization of Silica Filled Modified Natural Rubber: A Comparative Analysis of Pre-dispersion and Conventional Techniques** | *Dalip Abdulraman, Mahidol University, Thailand*
- **Mechanical Tailoring of Waterborne Epoxy Coatings on Metal Substrates using Functionalized Natural Rubber Latex** | *Dr. Wasan Tessanan, Pathumwan Institute of Technology, Thailand*
- **How microcapsule-enhanced rubber can help creating a circular economy** | *Katerina Filzer, University of Twente, Netherlands*
- **Correlative analysis of morphological and functional properties in high-performance elastomer blends** | *Dean Vidakovic, ZFE - Austrian Centre for Electron Microscopy & Nanoanalysis, Austria*
- **Advancing sustainability in synthetic rubber: from commitment to climate action** | *MARJOLEIN GROENEWEG, Marketing & Sustainability Director, Synthos Schkopau GmbH, Germany*
- **Pyrolysis of Polychloroprene Rubber with Scavenger-Based HCl Neutralization** | *Parinchaya Srithavorn, Queen Mary University of London, Thailand*
- **On the Decoupling of Chemical and Mechanical Surface Contributions in Soft Polymer Network Adhesion** | *Prof. Maurice Brogly, UHA – LPIM, France*
- **Carbon Black Coupling Agents for Improved Fuel Efficiency of Tyres** | *Max Dixey, Queen Mary University of London, United Kingdom*
- **The development of bio-inspired composites from epoxidized natural rubber using π–π stacking and cation–π interactions** | *Dr. Kwanchai Buaksuntear, Hub of Talents in Natural Rubber, National Research Council of Thailand*
- **Improving Seal Life Prediction: Faster Crack Growth Testing in HNBR and NBR** | *Orkid Ramekaj, Queen Mary University, United Kingdom*
- **Investigation of the Effect of the amount of zinc borate on cure kinetics, reversion, and mechanical properties of natural rubber in a semi-efficient curing system** |*Dr. Davut Aksüt, Hacettepe University, Turkey*
- **Study on the Effect of Silane Coupling Agents on Mechanical Behavior of Silica-Filled Styrene-Butadiene Rubber under Elongation using In Situ Nano-Palpation Atomic Force Microscopy** | *Maytawee Malineerat, Institute of Science Tokyo, Japan*

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- **Implementing Circular Economy Strategies in Power Transmission Belt Manufacturing** | *Dr. Aswathy T R, Assistant Manager, JK Fenner India Ltd., India*
- **AFM-Based Investigation of Polyisoprene-Inorganic Interface Adhesion at Multiple Scales** |*HEXUAN MAO, Institute of Science Tokyo, Japan*
- **Aluminum Soaps: A New Prospect for Rubber Application** | *Prof. Xiaorong Wang, Center for Frontier Research & Technology, Hangzhou Zhongce Rubber Company, China*
- **Sustainable NZEROSILTM Silicas from Renewable Rice Husk** | *Danniel Liao, Product Application Development Supervisor, Oriental Silicas Corporation, Taiwan, Province of China*
- **Inverse vulcanization forged self-motivated polysulfide silane: An ultra-efficient architect in engineering silica-rubber interface** | *Dr. Dong Wang, South China university of technology, China*
- **Microstructural Modelling of Carbon Black Aggregates for Sustainable Next-Generation Tyre Design** | *Sarah Pedroni, Queen Mary University of London, United Kingdom*
- **Rubber Blend Compatibility Analysis Using Large-Amplitude Oscillatory Shear (LAOS) on RPA** | *Dr. Zühra Çınar Esin, Hacettepe University, Turkey*
- **Chitosan-reinforced epoxidized natural rubber: possible design of energy-efficient tire tread compounds** | *Nantinee Choosang, Hub of Talents in Natural Rubber, National Research Council of Thailand*
- **Rubbery Soft Polymer Electrolyte Membrane with Nanomatrix Channel Prepared from Natural Rubber** | *Dr. Yoshimasa Yamamoto, Associate Professor, National Institute of Technology, Tokyo College ,Japan*
- **Biomimetic Design and Development of Natural Rubber-based Soft Robotics** | *Dr. Manus Sriring, Researcher, Rubber Technology Research Centre, Faculty of Science, Mahidol University, Thailand*
- **Experimental Analysis of the Mixing Behavior of Ethylene-Propylene-Diene Rubber (EPDM) in a Rubber Pin Extruder under Variation of Process Parameters and Mixing Elements** | *Mr. Leon Schmidt, Paderborn University, GermanY*
- **Study on Rubber Adhesive Interface Peeling Mechanism of Sealing Materials** | *Mr. Hiromu Kawasaki, Researcher, NOK corporation, Japan*
- **Influences of Sulfur Vulcanization System and Curative Content on Properties of Tire Tread Compounds Filled with Carbon Black/Silica Hybrid Filler** | *Dr. Puchong Thaptong, Researcher, National Science and Technology Development Agency (NSTDA), Thailand*
- **Eco-Efficient Vulcanization: Analysis of a Sustainable Rubber Curing Package** | *Frances van Elburg, University of Twente, Netherlands*

Oral Presentations

- **Removal of proteins from natural rubber by creaming method** | *ANH VIET TA, Nagaoka University of Technology, Japan*
- **Critical Concentration of Primary Amines for Preparation of Vulcanized Deproteinized Natural Rubber with Outstanding Mechanical Properties** | *Lam Ba Nguyen, Nagaoka University of Technology, Japan*
- **Surface-Functionalised Carbon Black as a High-Performance Filler in Elastomeric Compounds: Techniques and Potential** | *Rattapong Numard, Queen Mary University of London, United Kingdom*
- **Visualizing Nanoscale Interface in Direct Adhesive Rubbers Containing Reversible Coordination Linkages |** *Asst. Prof. Kim Hung NGUYEN, Institute of Science Tokyo, Japan*
- **Boron-Containing Elastomer** | *Assoc. Prof. Qi Wu, Sichuan University, China*
- **Enhancing the Piezoresistive Sensing Properties of TPE/CB Composites via Co-Continuous Structure Design through Natural Rubber Blending** |*Christopher Bascucci, Empa, Switzerland*
- **Friction Behaviour in Relation to Wear Morphology** | *Huong Thao Pham, Queen Mary University of London, United Kingdom*
- **Elastomeric Ionomer based on Maleated Bromobutyl Rubber** | *Assoc.Prof. Subhan Salaeh, Prince of Songkla University, Thailand*
- **Green Synthesis of Zinc Oxide from Skim Latex Serum for Application in Rubber Vulcanization** | *Asst. Prof. Preeyanuch Junkong, Mahidol University, Thailand*
- **Modelling of Elastomers under Dynamical Mechanical Loads** | *Prof. Michael Johlitz, Institute of Mechanics, Germany*
- **Extrudable Vitrimeric Rubbers Enabled via Heterogeneous Crosslinking** | *Dr. Shuangjian Yu, South China University of Technology, China*
- **Property and Application of Perfluoropolyether-modified Functional Rubber** | *Dr. Zheming Tong, PetroChina (Shanghai) New Materials Research Institute Co., Ltd., China*
- **Effect of crystal orientation on mechanical strength of poly-isoprene rubber under bi-axial deformation** | *Airi Sato, Researcher, Bridgestone Corporation, Japan*
- **Enhancing Ozone Resistance of Tyre Sidewall by Sustainable Replacement of Petroleum Wax with Bio-based Additive** | *Tirthankar Bhandary, Researcher, HASETRI, India*
- **Performance Evaluation of Silicone-Based Isolators Under Varying Temperatures and Excitation Levels Using a Thermal Chamber Shaker** | *Erdem Rahmi SENOZ, Mechanical Engineer, Aselsan, Turkey*

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Oral Presentations

- **New insights into Resins behavior: Influence of Resin Softening Point on the In-Rubber Properties of Carbon Black-Filled SBR Compounds** | *Dr. Javier Alejandro Araujo Morera, Assistant Professor, University of Twente / Elastomer Technology and Engineering, Netherlands*
- **Latex Serum Boosts Natural Rubber Strength** | *Dr. Katsuhiko Tsunoda, Researcher, Bridgestone Corporation, Japan*
- **N-Vinylamides: Structural Isomers of Amino acids Grafted onto Deproteinized Natural Rubber** | *Prof. Hiroharu Ajiro, Nara Institute of Science and Technology, Japan*
- **Low-Hysteresis Rubber Composites** | *Prof. Baochun Guo, South China University of Technology, China*
- **Study on the Performance of Natural Rubber - Copper Coated Steel Wire with BCDB and BCoPD** | *Yuan Jin, Technical Service Manager, Rebo New Material Group, China*
- **In situ methods to characterize deformation-induced mechanisms in NR** | *Dr. Eric Euchler, Leibniz Institute of Polymer Research Dresden, Germany*
- **Innovation Management for Commercial Success in the Rubber Industry Amid Shifting Global Market Forces** | *Dr. Matthew Thornton, The Rubber Initiative, United Kingdom*
- **Chemical fingerprinting for environmental detection of tyre rubber emissions** | Mr. Nick Molden, CEO, Emissions Analytics Ltd., United Kingdom
- **Formulations of finite hyperelasticity and viscoelasticity using invariants of stretch tensors** | *Prof. Alexander Lion, University of the Bundeswehr, Germany*

Poster Presentations

- **Simulation of Rubber Acoustic Coatings under Deep-Sea Pressure Based on Strain-Dependent Viscoelastic Properties** | *Dr. LIU Yue, Beijing University of Chemical Technology, China*
- **Spatiotemporal Internal-Damage Distribution During Nonuniform Deformations in Filled Elastomers** | *Yuki Tokudome, Kyoto University, Japan*
- **Accelerated Prediction of Glass Transition Temperature in SSBR via Integrated Molecular Dynamics Simulation and Machine Learning Framework** | *SIQI ZHAN, Beijing University of Chemical Technology, China*
- ***Development of an Integrated Design, Analysis ,and Evaluation System for Rubber Components*** | *Dr. Changsu Woo, Researcher, Korea*

Poster Presentations

- **Enhancing Mechanical and Antibacterial Properties of Natural Rubber/Tire Waste Blends through Dual-Phase Processing Techniques** | *Napasorn Kingkohyao, King Mongkut's University of Technology Thonburi, Thailand*
- **Development of Phosphorylated Cellulose Nanofibers/Natural Rubber Composites |** *Ryotaro TAKAYAMA, Researcher, Oji Holdings Corporation, Japan*
- **Establishment of a library database of some compounding ingredients using a Py-GC/MS technique** | *Prin Tumwised, Mahidol University, Thailand*
- **Development of Tire Tread Formulations for Military Light-Truck Tires** | *Dr. PAIROTE JITTHAM, Researcher, National Metal and Materials Technology Center, Thailand*
- **Identification and Reduction of residual allergenic rubber proteins in Natural Rubber latex gloves via Alkaline and Surfactant Treatments** | *Pimnaraporn Porncharukit, Mahidol university, Thailand*
- **Mixed-Mode Crack Propagation Criterion in Elastomers** *|Tomoki Mishima, Kyoto University, Japan*
- **Effect of Carbon Black and Barium Titanate Hybrid Filler on the Change of Electrical Signal in Epoxidized Natural Rubber Composites** | *LYHAV BOEURN, King Mongkut's University of Technology Thonburi, Thailand*
- **Feasibility Study of Tamarind Shell Powder as a Bio-Based Secondary Accelerator for Rubber Flooring** | *Weenusarin Intiya, Researcher, National Science and Technology Development Agency (NSTDA), Thailand*
- **Study on the Effect of Compatibilizer Content on the Mechanical Properties of NR/BR/NBR Blends** | *Kanokporn Sarikanonm, Kasetsart University, Thailand*
- **Fatigue Properties of Rubber Composites with Different Glass Transition Temperatures** | *Dr. Jiaye Li, Beijing University of Chemical Technology, China*
- **Strain-induced crystallization behaviors of natural rubber with additional lipids** | *Mr. Tomoaki Nakatsuka, Kyoto University, Japan*
- **Bio-Based Polyurethane/Tannic Acid Composites with Adjustable Damping Property Enabled by Constructing Multiple Sacrificial Networks** | *Dr. Dexian Yin, Beijing University of Chemical Technology, China*
- **Strain-Induced Crystallization of Carbon Black-Reinforced Vulcanized Natural Rubber by Biaxial Elongation** | *Hiroto Okumura, Kyoto Institute of Technology, Japan*
- **Influence of Balanced Ratios between Mica and Carbon Black on Rheological and Mechanical Behaviors of Elastomeric Materials** | *Assoc. Prof. Keon-Soo Jang, University of Suwon, South Korea*
- **Natural-Rubber-Based Adhesives for Housefly (Musca domestica) Control** | *KANNIKA HATTHAPANIT, Researcher, National metal and materials technology center, Thailand*

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- **Evaluation of a Non-Traditional Preservative System for Enhancing Natural Rubber Latex Stability** / *Maneephan Sukkho, Mahidol University, Thailand*
- **Study on the Impact of Purified Natural Rubber Latex and Accelerators on Rubber Allergens in Natural Rubber Gloves** / *Pitchaya Theedee, Researcher, Faculty of Science, Mahidol University, Thailand*
- **Optimized UVA-Irradiation Silane-Grafting onto Saponified Skim Rubber for Enhanced Silica-Natural Rubber Compatibility** / *Areeya Anuwatprakit, Mahidol University, Thailand*
- **Cure Characteristics of NR Compounds with Sulfur Sludge from Biogas -Wastewater Treatment in Palm Oil Industry** / *Asst. Prof. Prachid Saramolee, Walailak University, Thailand*
- **Effect of chitosan bio-based filler on the mechanical reinforcement of ENR composites** / *Ploypailin Juntosree, Kasetsart University, Thailand*
- **Development of Natural Rubber Insulating Gloves: Influence of Latex Centrifugation and Leaching on Mechanical and Electrical Properties** / *Dr. Promsak Sanguanthammarong, Researcher, National Metal and Materials Technology Center (MTEC), Thailand*
- **Predicting the glass transition temperature of polymer based on generative adversarial networks and automated machine learning** / *Zhanjie Liu, State Key Laboratory of Organic-Inorganic Composites, College of Materials Science and Engineering, Beijing University of Chemical Technology, China*
- **Influence of Bio-Based Epoxidized Natural Rubber as a Compatibilizer on Thermoplastic Polyurethane/Natural Rubber Blends for 3D Printing Applications** / *Torfan Srisuwanno, King Mongkut's University of Technology Thonburi, Thailand*
- **Changes in nanostructural changes during tearing of elastomeric poly(butylene succinate)/poly(butylene succinate adipate) blend films** / *Kazuki Imai, Kyoto Institute of Technology, Japan*
- **A Melt Crystallization and Dewetting Kinetics of Marine-Degradable Polyesters in Thin Films** / *Ryu Miyajima, Kyoto Institute of Technology, Japan*
- **Influence of vacancy defect on stretching behavior of liquid crystal elastomer membrane** / *Takumi Kato, Kyoto University, Japan*
- **Texture Evolution and Mechanical Response of Cholesteric Liquid Crystal Elastomers with a Lying Helix Structure** / *Koudai Tanino, Department of Material Chemistry, Graduate School of Engineering, Kyoto University, Japan*
- ***Characterization of polyisoprene blended with urethane compounds*** / *Dr. Takashi Kakubo, Senior Engineer, The Yokohama Rubber Co., Ltd. , Japan*

Poster Presentations

- **Facile and efficient preparation of functionalized diene-elastomers via dynamic covalent polymerization |** *Xinglong An, Institute of Emergent Elastomers, School of Materials Science and Engineering, South China University of Technology, China*
- **Application of Ozone Treatment to Reduce Foul Odor in Cup Lump Rubber Production** / *Chaveewan Kongkaew, Researcher, National Metal and Materials Technology Center, Thailand*
- **Preparation of DES-containing Polyurethane Elastomer and Its Moisture-dependent Electrical Conductivity** / *Shogo Taketa, Nagasaki University, Japan*
- **Changes in Nano Structure upon Uniaxial Stretching of Polyurethane Liquid-Crystalline Elastomers as Analyzed by Small-Angle X-ray Scattering** / *Yume SUGINO, Kyoto Institute of Technology, Japan*
- **Effective degradation of waste tyre rubber using a specific treatment process: A Chemi-biological Method** / *Pritish Raj Shukla, Birla Institute of Technology and Science- Pilani, K.K. Birla Goa Campus, India*
- **Mediating Carbon Black-Natural Rubber Interface by Thioamide-Functionalized Polysulfide for Energy-Saving Composites** / *Ruoyan Huang, Institute of Emergent Elastomers, School of Materials Science and Engineering, South China University of Technology, China*
- **Design and molecular dynamics simulation of Biomass Ion-conductive elastomer** / *Dr. Jiajun Qu, Beijing University of Chemical Technology, China*
- **AFM Nanomechanics of Vulcanized Rubber Containing Silica and Petroleum Resin** / *Makiko Ito, Researcher, Institute of Science Tokyo, Japan*
- **Highly conductive Ag/pCF/MVQ composite rubber for efficient electromagnetic interference shielding** /*Yang Chen, Beijing University of Chemical Technology, China*
- **A Facile Method in Fabricating Flexible Composite elastomer with Large-Size Segregated Structures for Electromagnetic Interference Shielding** / *Liang He, Beijing University of Chemical Technology, China*
- **Deproteinization Process of Natural Rubber Latex by Membrane Filtration** /*Prof. Yoko Aoyama, KOSEN-King Mongkut's Institute of Technology Ladkrabang, Thailand*
- ***Thermal Analysis of the Mullins Effect in Filler Reinforced Elastomers*** / *Koshi Shimazaki, Department of Material Chemistry, Kyoto University, Japan*
- **Study on Melting Behavior of Crystallites in Carbon Black-Filled Vulcanized Natural Rubber Upon High-Speed Shrinkage from Its Highly Elongated State** / *Maho Nakada, Kyoto Institute of Technology, Japan*
- **Wide-angle X-ray diffraction studies on thermal melting behavior of crystallites formed by planar elongation of vulcanized natural rubber** / *Shoei Okamoto, Kyoto Institute of Technology, Japan*

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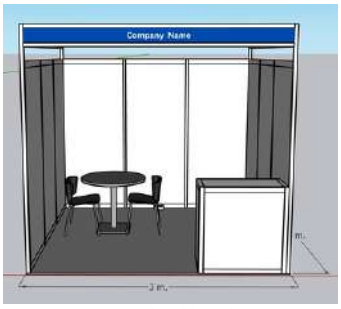

9 SQM ShellScheme
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Exhibitor Profile

Global Manufacturers & Suppliers of

- Natural & Synthetic Rubbers
- Rubber Chemicals
- Recycled Rubbers and Rubber Chemicals
- Rubber Analysis & Testing Equipment
- Rubber & Latex Products
- Rubber Technical Services
- Books and Periodicals

Participating Exhibitors

- MTEC (Polymer Research Organization)
- Struktol (Rubber Chemical)
- Sumitomo Rubber (Products)
- LAWER S.p.A (Chemical feeding automation)
- CG Engineering (Testing Instruments)
- Nippon Soda Co., Ltd. (Chemicals)
- Test Industry SRL (Testing Instruments)
- Emissions Analytics (Testing Instruments)
- Rubber Technology Research Centre (Testing)
- Rubber World / Rubber Review (Publication)
- TechnoBiz
- Rubber Industry Club, FTI
- Prince of Songkla University
- Hub of Talents in Natural Rubber, National Research Council of Thailand (NRCT)

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Training	**Conference**	**CEO FORUM**
Hall of Fame	**Rubber Clinic**	**Rubber Quiz**

About TechnoBiz Rubber Week 2025 – Sri Lanka

The 4th Edition of TechnoBiz Rubber Week 2025 will be held from 28–31 October 2025 at Marino Beach Hotel, Colombo, as a hybrid executive forum dedicated to the rubber industry and technology. This premier event provides a unique platform for professionals across plantations, manufacturing, academia, and business leadership to engage in knowledge exchange, skill development, and strategic dialogue with a strong focus on sustainability, innovation, and global market competitiveness.

The program begins with a specialized training course on Rubber Industry & Plantation Sustainability, covering ESG, carbon credits, life cycle thinking, EUDR compliance, and opportunities for smallholders and producers. Additional training sessions include Advanced Polymer Science: Structure, Analysis & Applications and Global Market Expansion: Marketing & Branding for the Rubber Sector, enabling participants to build both technical expertise and business capabilities.

At the core of the event is the Sri Lanka Rubber Conference (29–30 October), featuring five keynote lectures and over 25 technical presentations from leading experts on materials, processes, energy, sustainability, circular economy, and industry innovation. This is complemented by the CEO Forum (29 October, by invitation only), where top industry leaders gather to discuss strategic challenges, leadership, and the future vision for the Sri Lankan rubber sector.

Special highlights include the prestigious Rubber World – Hall of Fame Awards, the TechnoBiz Clinic (Rubber Doctor) for live technical troubleshooting, and the engaging Rubber Knowledge Quiz.

With its combination of training, technical sessions, recognition programs, and high-level networking opportunities, TechnoBiz Rubber Week 2025 offers a comprehensive and forward-looking forum to strengthen Sri Lanka's position in the global rubber industry while empowering professionals with the knowledge and connections to drive sustainable growth

Contact Person: Mrs. Yugantha Piyadasa | T: +94-77 317 5890 |E: yugantha.piyadasa@gmail.com

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RUBBER WEEK

28-31 OCT 2025
COLOMBO, SRI LANKA

Hybrid Event | Edition 4

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Training | **Conference** | **CEO FORUM**

Hall of Fame | **TechnoBiz Clinic** | **Knowledge Test**

EVENT SCHEDULE

TRAINING

28 Oct 2025 | Tuesday | 9am-6pm
Rubber Industry & Plantation Sustainability: ESG, Carbon Credits & Life Cycle

31 Oct 2025 | Friday | 9am-12pm
Advanced Polymer Science: Structure, Analysis & Applications

31 Oct 2025 | Friday | 2pm-5pm
Marketing & Branding for Global Market Expansion

CONFERENCE

29-31 Oct 2025 | Wednesday - Friday
Sri Lanka Rubber Conference
- 5 Keynote Presentations | 25+ Oral Presentations

CEO FORUM

29 Oct 2025 | Wednesday | 7pm-11pm
- Rubber Industry CEO Forum *(by invitation only)*

AWARDS

29 Oct 2025 | Wednesday | 12pm-1pm
- Rubber World - Hall of Fame

CLINIC

29-30 Oct 2025 | 5pm-6pm
- TechnoBiz Clinic - Rubber Doctor

QUIZ

29-31 Oct 2025
TechnoBiz Knowledge Test - Rubber Technology

Chairman

Dr. Susantha Siriwardena

Project Manager

Yugantha Piyadasa

Founder

Peram Prasada Rao

Venue :
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Prof. Hemanthi Ranasingha


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Subadra Jayasinghe


Gayan Ranasinghe


Don Merl


Umesh Hettiarachchi


Dr. Baggya Karunarathna


Dr. Asangi Gannoruwa


Dr. Sudarshana Perera


Vindya Wijesinghe


Dr. Sunil Mendis


Dr. Mahinsasa Rathnayake


Dr. Bhadranie Thoradeniya


Dr. Dhammika Weerathunga


Dr. Chandima Narangoda


Dr. M. A. Madhubhashini


Dr.H.P.P.S.Somasiri


Prof. L.Karunanayake


Dr. Hasara Samarasingha


KS Kithsiri


Dr. Sampath Wahala


Dr. Pasan Dunuwila


Eranga Dilhan


Dr. Suranga Rajapaksa


Dr. Sisira Ranatunga


Dimantha Jayawardena


Shyanaka Walgama


Arshad Iqbal


Dr. Lakshman Rodrigo


Mridul Mathur

TechnoBiz

RUBBER WEEK

Hybrid Event | Edition 4

28-31 OCT 2025

COLOMBO, SRI LANKA

Marino Beach Hotel

Training Course | 28 October 2025 | 9am-5pm

Rubber Industry & Plantation Sustainability : ESG, Carbon Credits & Life Cycle Thinking

Course Content

- ESG Beyond Compliance: Creating Value under EU Rules
- Carbon Accounting & EUDR: Opportunities for Rubber Producers
- Life Cycle Thinking: Boosting Competitiveness in Rubber
- ESG & Smallholders: Social and Environmental Value in Supply Chains
- EUDR in Practice: Traceability Success of a Rubber Exporter
- Carbon Credits: Monetizing Sustainability in Rubber Plantations

Speakers

- Dr. Sampath Wahala, Senior Lecturer, University of Sabaragamuwa
- Dr. Pasan Dunuwila, Senior Lecturer, University of Sri Jayewardenepura
- Eranga Dilhan, General Manager Sustainable Business, MAS Holdings

Training Course | 31 October 2025 | 9am-1pm

Advanced Polymer Science: Structure, Analysis & Applications

Course Content

- Introduction to Advanced Materials
- Structure–Property Relationships: How structure dictates performance
- Analytical & Characterization Methods
- Smart and Functional Materials
- The impact of performance of products in applications

Speaker : *Dr. Suranga M. Rajapaksha*, Senior Lecturer, University of Sri Jayewardenepura | Head of R&D, Riley's PVT Ltd & Toyo Cushion.

Training Course | 31 October 2025 | 2pm-5pm

Global Market Expansion: Practical Marketing & Branding

Course Content

- Global Markets & Entry – understanding opportunities and strategies for expansion
- Cross-Border Branding – balancing global identity with local market adaptation
- Digital & Partnerships – leveraging online channels, distributors, and influencers
- Smart Storytelling – creating culturally sensitive and impactful brand messages
- Compliance & Risk – managing regulations, pricing, and brand protection
- Action Plans – learning from examples and building practical action plans

Speaker : Peram Prasada Rao, CEO/Founder, TechnoBiz

Contact Person: Mrs. Yugantha Piyadasa | T: +94-77 317 5890 |E: yugantha.piyadasa@gmail.com

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28-31 OCT 2025

COLOMBO, SRI LANKA

Marino Beach Hotel

Sri Lanka Rubber Conference

29-30 October 2025 | Wed-Thu

29 October 2025 (Wednesday)

08:30-09:15	Delegate Registration
09:15-09:30	Program Introduction | *Peram Prasada Rao*
09:30-09:40	Welcome Remarks | *Dr. Susantha Siriwardena*
09:40-10:10	**Keynote Speech | Challenges in the Global Market and Necessity of Market Diversification** *Mohideen Cader, Group Managing Director, Sinwa Holdings Ltd., Sri Lanka*
10:10-10:30	**ESG in Action: Turning Sustainability into a Profit Engine** *Sakunthala Goonetilleke, Managing Director, Institute of Total Quality Solutions, Sri Lanka*
10:30-10:50	**TechnoBiz Services for Global Rubber Industries |** *Peram Prasada Rao, CEO/Founder, TechnoBiz*
10:50-11:10	**Coffee / Tea Networking Break**
11:10-11:30	**Data-Driven Rubber Processing: Turning Factory Data into Profit** Eng. Saman Gunathilaka, Head of Business Compliance, HITEC Sensor Developments Pvt Ltd
11:30-12:30	**Award Session | Rubber World - Hall of Fame**
12:30-13:30	Lunch Break

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Sri Lanka Rubber Conference

29-30 October 2025 | Wed-Thu

13:30-14:00	**Keynote Speech | Shaping the Future of Sri Lanka's Glove Industry: Innovation, Market Demands and Industry Challenges |** *Dr. Upul Ratnayake, Director - Technical and R&D, Dipped Products PLC (Hayleys Group)*
14:00-14:20	**Global Solid Tire Industry: New Trends, Emerging Markets & Evolving Dynamics** *Ranil Abeysekara, Director – International Marketing & Sales , Rovince Industrial Tires (Pvt) Ltd., Sri Lanka*
14:20-14:40	***People, Process, and Product: Leveraging Systems Thinking in AI for Rubber Manufacturing*** *Don Merl, Director of Operations & IT, Clinco Rubber Mouldings (Pvt) Ltd., Sri Lanka*
14:40-15:00	**Life Cycle Assessment for Sustainable Rubber Products Manufacturing** *Umesh Hettiarachchi, Team Leader - Sustainability Assessment & Verification, Control Union Inspections (Pvt) Ltd.,*
15:00-15:30	**Coffee / Tea Networking Break**
15:30-15:50	**Chemical Modification of Natural Rubber Latex for New Materials** *Dr. Asangi Gannoruwa, Head-Department of Materials & Mechanical Technology* *Faculty of Technology, University of Sri Jayewardenepura, Sri Lanka*
15:50-16:10	**Green chemicals impacts in Rubber Chemistry and Technology** *Subir Sen, Managing Director, PMC Rubber Chemicals, India*
16:10-16:30	**Natural Rubber Films in Electromagnetic Radiation Shielding Applications.** *Dr. Dhammika Weerathunga, Senior Lecturer University of Sri Jayewardenepura*
16:30-16: 50	**Converting Effluent Treatment Plant Sludge from Glove Manufacturing into Organic Fertilizer** *Dr. Sunil Mendis, R & D Director, ATG Group of Companies*
16:50-17:10	**Nitrosamine-Safe Accelerators for Sustainable Rubber Product Manufacturing** *Dr. Hasara Samarasingha, Research Officer, Rubber Research Institute Sri Lanka*
17:10-18:00	**TechnoBiz Clinic : Rubber Doctor**

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Sri Lanka Rubber Conference

29-30 October 2025 | Wed-Thu

30 October 2025 (Thursday)

09:00-09:30	**Keynote Speech | Innovative Materials & Processes: Shaping the Future of the Rubber Industry |** *Prof. Shantha M Egodage, University of Moratuwa, Sri Lanka*
09:30-09:50	**Dry Natural Rubber Cellular Composites : Properties & Applications |** *Dr. W.D.M. Sampath , Senior Research Officer, Rubber Research Institute of Sri Lanka (RRISL)*
09:50-10:10	**Cost-Effective and Reliable Method for Latex Testing** *Mridul Mathur – Regional Sales Manager, Foss India Pvt. Ltd.*
10:10-10:30	**Sustainable Use of Energy in Rubber Industry in Sri Lanka** *K.S Kithsiri, Director (Industrial and Services Sectors), Sri Lanka Sustainable Energy Authority*
10:30-10:50	**Coffee / Tea Networking Break**
10:50-11:20	**Keynote Speech | Renewable Energy in Sri Lanka: Current Landscape & Future Trends Impacting Industry |** *Dr. Dinesh Attygalle | Senior Lecturer, University of Moratuwa, Sri Lanka*
11:20-11:40	**Measuring What Matters: Carbon Pool Assessment and Monitoring Protocols in Plantation Carbon Credit Projects |** *Prof. Hemanthi Ranasingha, University of Sri Jayawardenapura*
11:40-12:00	**Rubber Plantations as Climate Guardians: A Sustainable Perspective** *Dr. Mahinsasa Rathnayake, Senior Lecturer, University of Moratuwa*
12:00-12:20	**Effective Testing and Institutional Connectivity: A Framework for Reverse Engineering Rubber and Plastics in Sri Lanka |** *Dr Sudarshana Perera, Lecturer, Institute of Technology, University of Moratuwa*
12:20-12:40	**Practical Applications of the Rubber Process Analyser (RPA) in Production Floor Operations** *Shyanaka Shyamal Walgama, Polymer Technologist at Elastomeric Engineering Co. Ltd*
12:40-13:40	**Lunch Break**

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Marino Beach Hotel

Sri Lanka Rubber Conference

29-30 October 2025 | Wed-Thu

13:40-14:10	**Keynote Speech | EUDR Readiness of Sri Lankan Rubber Plantations** *Manoj Udugampola | Director, DR Industries Pvt Ltd, Damro Group, Sri Lanka, Agalawatte Plantations PLC, Sri Lanka*
14:10-14:30	**Computational Chemistry Approaches: Designing Sustainable, High Performance Rubber Products for a Circular Economy |** *Dr. Baggya Karunarathna, Senior Lecturer, Faculty of Science, Eastern University Sri Lanka*
14:30-14:50	***Unlocking Value through Intellectual Property: Driving Innovation and Competitiveness in Sri Lanka's Rubber Sector |*** *Vindya Wijesinghe, Senior Innovation Officer, National Innovation Agency, Sri Lanka*
14:50-15:10	**Diatomaceous Earth Incorporated Natural Rubber Latex Foams as Efficient Oil Sorbents** *Dr. M. A. Madhubhashini Maddumaarachchi Senior Lecturer, University of Sri Jayewardenepura*
15:10-15:30	**Coffee / Tea Networking Break**
15:30-15:50	**Total Quality Management (TQM) in the Rubber Industry |** *Dr.HPPS Somasiri , Add. Director General – Technical Services Industrial Technology Institute, Sri Lanka*
15:50-16:10	***Assuring Product Quality through Laboratory Accreditation and Analytical Test Results*** *Subadra Jayasinghe, Laboratory Quality Consultant for UNIDO*
16:10-16:30	**Driving Circular Economy Performance in the Rubber Sector through ISO 59020:2024** *Gayan Ranasinghe, Scheme Manager- Sustainability Assessment & Verification, Control Union Inspections (Pvt) Ltd.*
16:30-16:50	**Exploring the Role of Biochar in Strengthening Rubber Materials** Prof. Lalin Karunanayake, Department of Polymer Science, University of Sri Jayewardenepura
16:50-17:10	**A Novel Devulcanizable Rubber System Based on Organic Chemistry Principles** *Dr. Chandima J. Narangoda, Senior Lecturer University of Sri Jayewardenepura*
17:10-17:30	**Building a Resilient and Sustainable Natural Rubber Ecosystem** Arshad Iqbal General Manager, M/S Kamar & Sons Holding (Pvt) Ltd
17:30-17:50	**Eco-Incentives in Action: How Sri Lanka's Rubber Industry Supports Growers Through |** *Dr. Lakshman Rodrigo, Senior Scientist International Center for Research in Agroforestry (ICRAF)*
17:50-18:30	**TechnoBiz Clinic :** Rubber Doctor

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RUBBER WEEK

Hybrid Event | Edition 4

28-31 OCT 2025

COLOMBO, SRI LANKA

Marino Beach Hotel

CEO Forum | 29 Oct 2025 | 7pm-10pm

Sri Lanka Rubber Industry CEO Forum

19:00-19:20	***Welcome Remarks*** *Dr. Sisira Ranatunga, Director General* *Sri Lankan Association of Manufacturers and Exporters of Rubber Products (SLAMERP)* *Dimantha Jayawardena, Chairman* *Sri Lanka Automotive Component Manufacturers Association (SLACMA)*
19:20-19:40	**Keynote Speech | National SME Policy Framework and Entrepreneurship Development in Sri Lanka |** *Lakshman Abeysekera, Chairman and Director General National Enterprise Development Authority (NEDA), Sri Lanka*
19:40-20:00	**Keynote Speech | Visionary Leadership and Entrepreneurship Development** *KS Venkatesh, Managing Director, SRP Synthetic Rubber Products Pvt., Ltd., India*
20:00-20:30	**TechnoBiz RoundTable** | Rubber Sri Lanka 2030 - Leadership, Vision, Innovation & Growth
20:30-20:35	**Vote of Thanks** | *Yugantha Piyadayasa*
20:30-22:00	Networking Dinner

Delegate Registration Fee / Person

Sri Lanka Rubber Conference (29-30 Oct 2025)	30,000 LKR	300 US$
Training - Rubber Industry & Plantation Sustainability (28 Oct 2025)	20,000 LKR	200 US$
Training - Advanced Polymer Science (31 Oct 2025)	15,000 LKR	150 US$
Training - Global Market Expansion: Marketing & Branding (31 Oct 2025)	20,000 LKR	170 US$
Sri Lanka Rubber Industry CEO Forum (29 Oct 2025)	15,000 LKR	200 US$

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Yugantha Piyadasa Project Manager
E: yugantha.piyadasa@gmail.com | Tel/WhatsApp: +94-77 317 5890

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Tel/WhatsApp: +66-89-489 0525 Email: peram.technobiz@gmail.com

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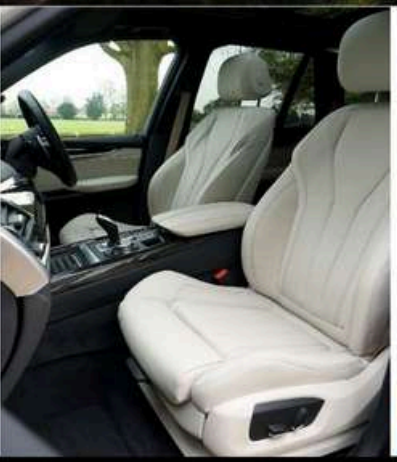

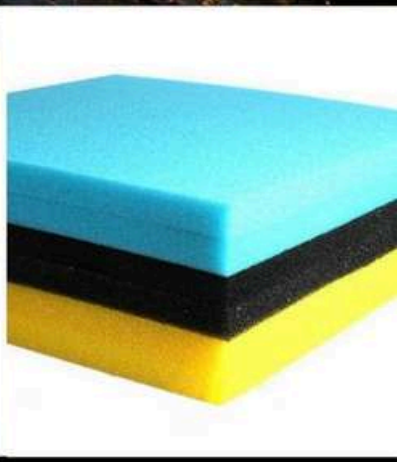

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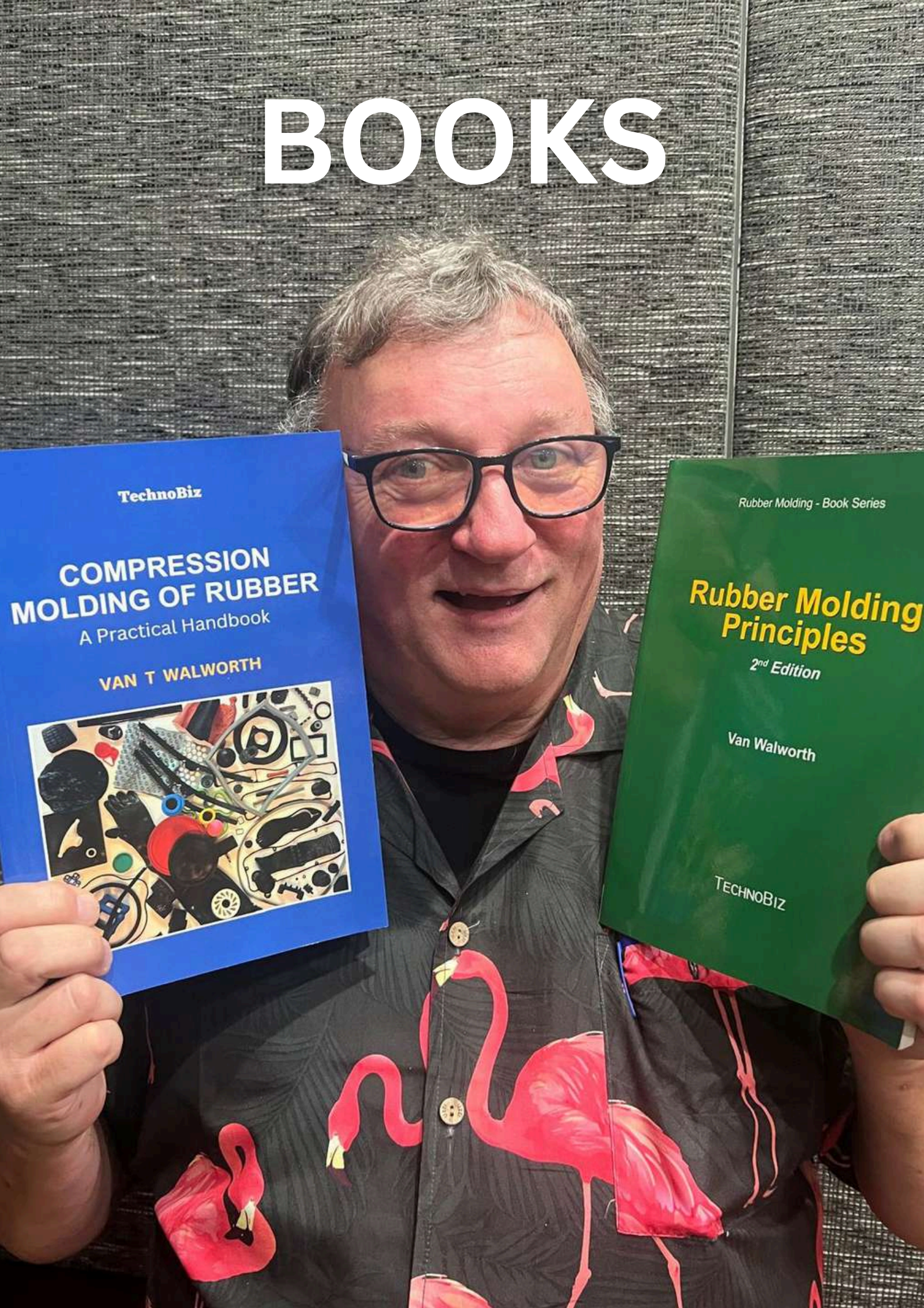
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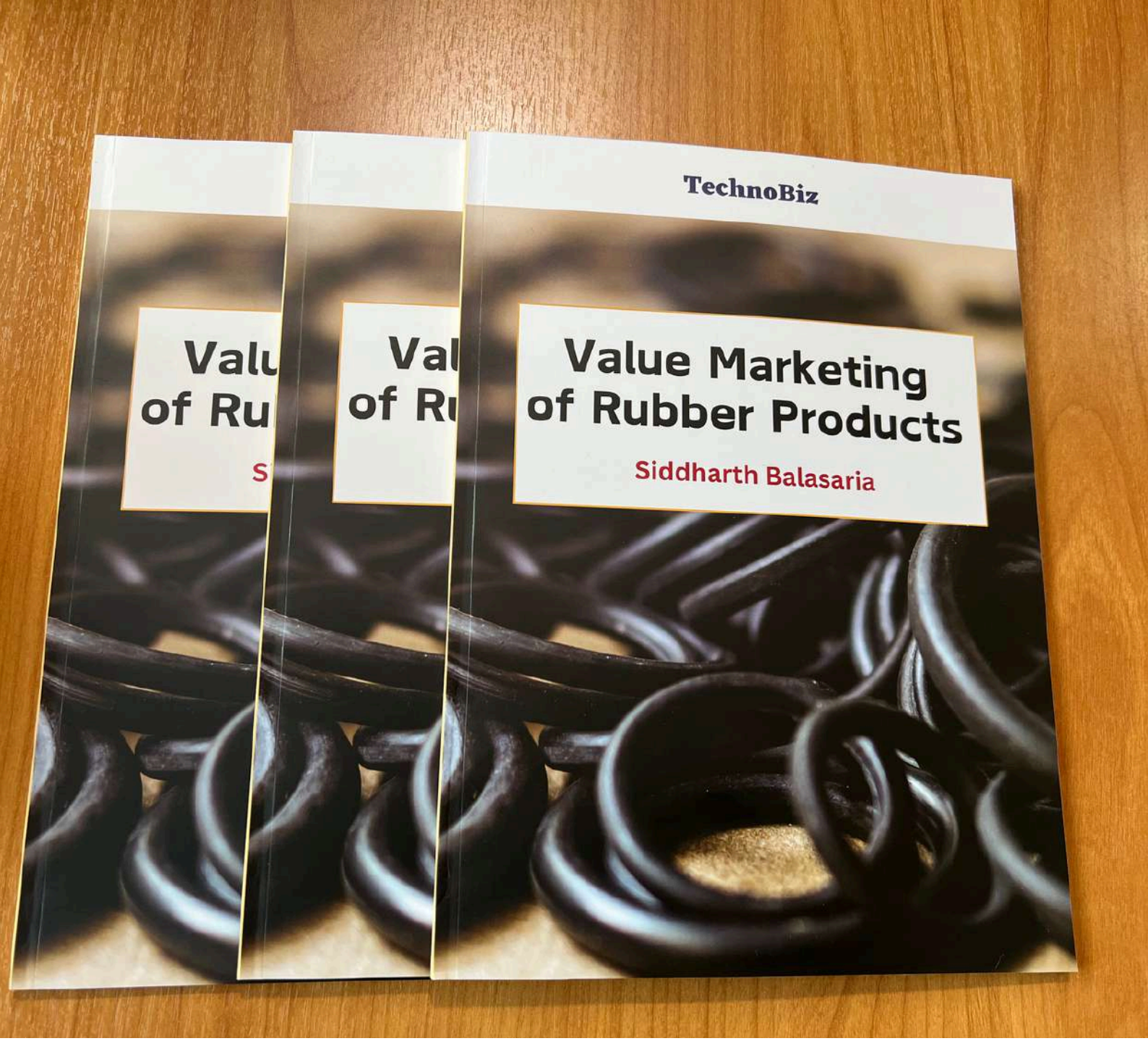

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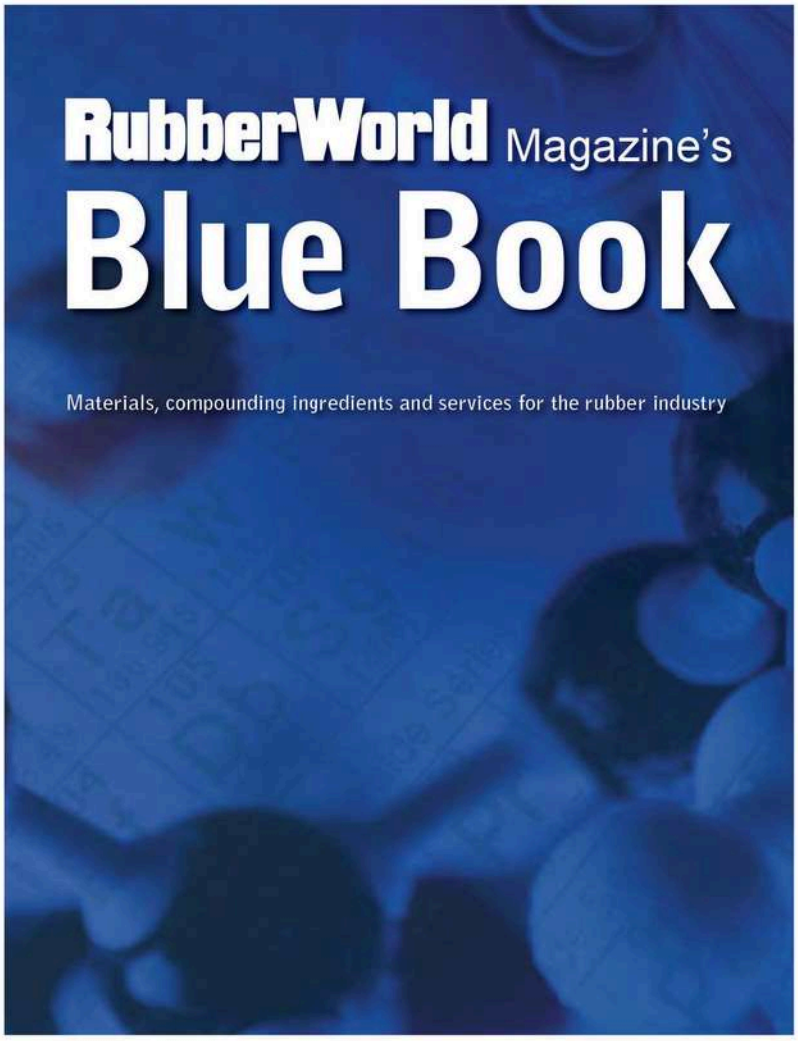

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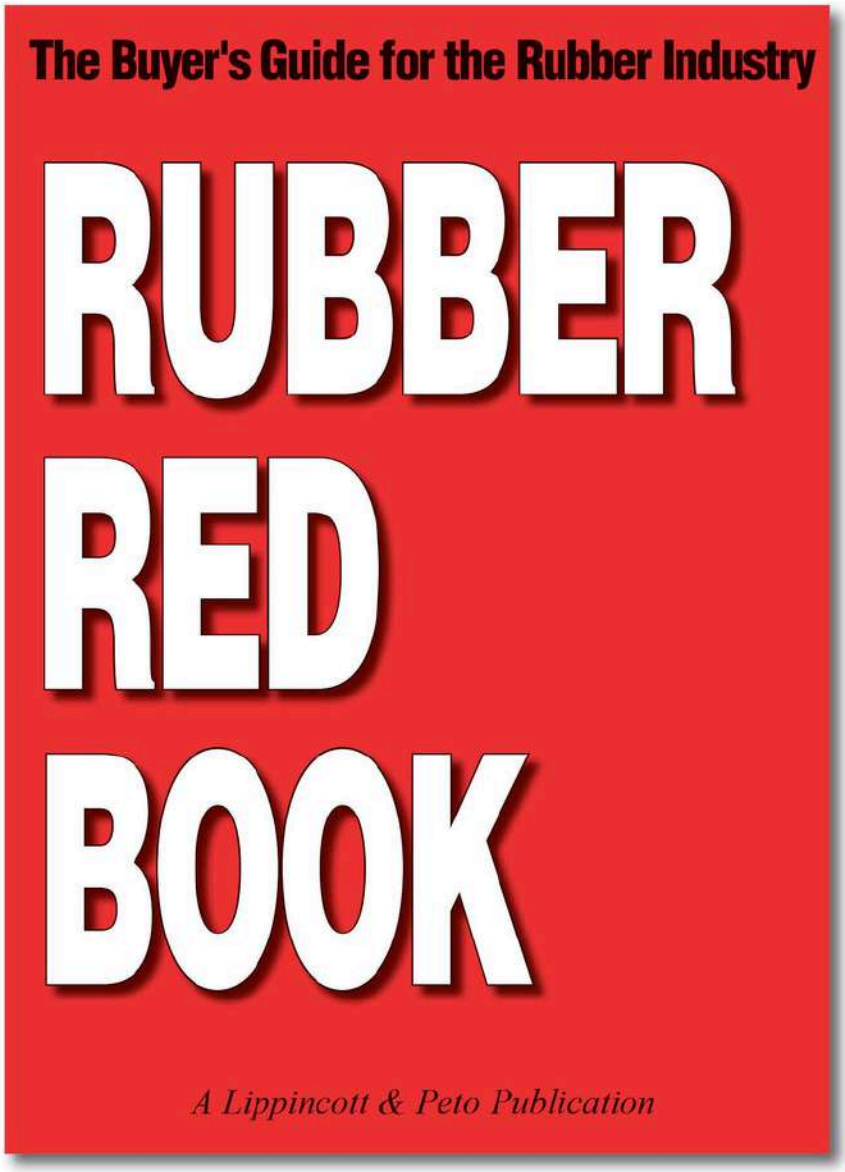

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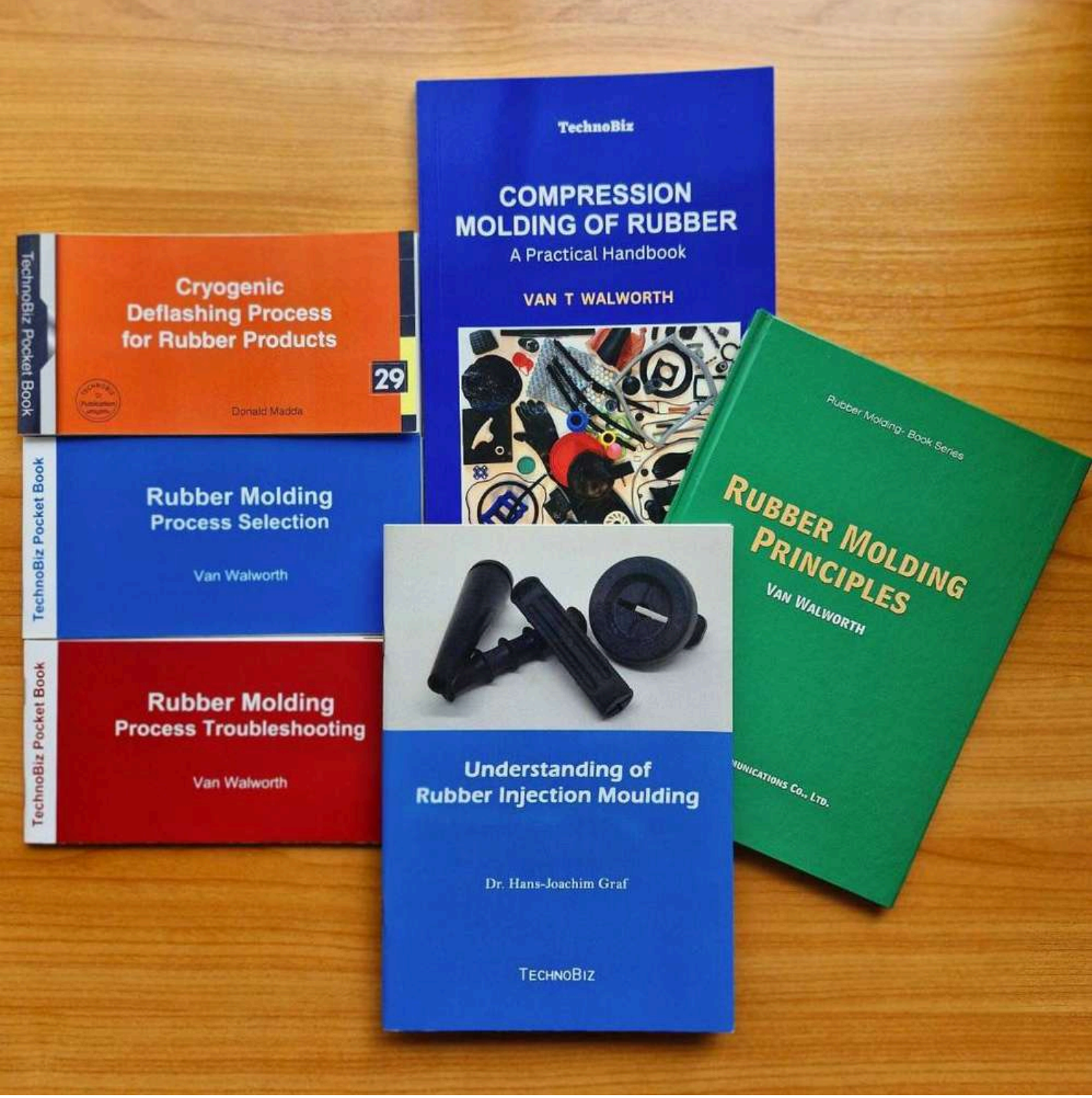

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DAP : Diammoniumphosphate

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